

# Baptist Memorial Hospital for Women Community Health Improvement Plan

Baptist Memorial Health Care developed a community health improvement plan (CHIP) to guide community benefit and population health improvement activities across the Memphis Metro Service Area. Baptist's CHIP builds upon previous health improvement activities, while recognizing new health issues and concerns and a changing health care delivery environment, to address the region's most pressing community health needs. Below are specific activities that Baptist Memorial Hospital for Women will carry out in support of the system-wide plan.

## Health Priority: Behavioral Health

**Baptist Goal:** Improve outcomes for residents with a mental health or substance abuse condition and their families.

### **Baptist Objectives:**

- 1) Increase the number of residents who are screened for depression and mental health conditions.
- 2) Develop or continue collaboration with community agencies that provide mental health and substance abuse support services to reduce suicide and drug-induced death rates.
- 3) Educate residents about warning signs for mental health conditions and substance abuse, including Alzheimer's disease.

### **Baptist Memorial Hospital for Women Strategies:**

- 1) Partner with the Universal Parenting Place to provide counseling for new mothers.
- 2) Provide information about postpartum depression and promote awareness of signs, symptoms, and treatment resources.
- 3) Promote breastfeeding to improve outcomes for mothers and babies
- 4) Support the Mobile Crisis Center to provide onsite and telephonic counseling for immediate crises.
- 5) Partner with Youth Villages to provide support and resources to youth experiencing crisis.

## Health Priority: Cancer

**Baptist Goal:** Provide early detection and treatment to reduce cancer mortality rates and improve quality of life for patients living with cancer.

### **Baptist Objectives:**

- 1) Provide grant funded or reduced cost screenings and services, especially targeting low-income, at-risk, and minority populations.
- 2) Increase residents' awareness of the benefits of cancer prevention, screenings, and early treatment.

**Baptist Memorial Hospital for Women Strategies:**

- 1) Partner with community organizations to increase public awareness of cancer risk, prevention, and screening.
- 2) Participate in and host educational forums to increase awareness of risk factors and prevention activities.
- 3) Provide grant funded mammography screenings for uninsured women.

**Health Priority: Chronic Disease Management and Prevention**

**Baptist Goal:** Reduce risk factors for chronic disease and improve management of chronic disease through healthy lifestyle choices.

**Baptist Objectives:**

- 1) Provide education about healthy lifestyles and risk factors for disease.
- 2) Encourage physical activity among residents.

**Baptist Memorial Hospital for Women Strategies:**

- 1) Provide education and screenings for health risk factors related to chronic disease.
- 2) Collaborate with community partners to promote physical activity.

**Health Priority: Maternal and Child Health**

**Baptist Goal:** Improve birth outcomes for women and infants.

**Baptist Objectives:**

- 1) Educate women on the importance of early and adequate prenatal care.
- 2) Increase the proportion of infants who are breastfed.

**Baptist Memorial Hospital for Women Strategies:**

- 1) Collaborate with community partners to provide prenatal education.
- 2) Provide free baby education classes to new parents.
- 3) Support community partners to improve outcomes for mothers and babies.
- 4) Provide breastfeeding support group and resources.