

## What's new?

I'm excited to share news about a new program that we just started at **Baptist** Memorial Health Care to help improve the lives of people living with multiple long-term health conditions.

We are collaborating on a new community health worker (CHW) initiative with Meharry Medical College as part of the Tennessee Community Engagement Alliance Program, funded by the National Institutes of Health.

This initiative includes a three-year research project and randomized controlled trial titled "Activate Tennessee: A CHW-Supported Program for Health Activation." Through grant funding for this initiative, we've been able to add nine CHW positions across the state.

We filled our first grant-funded position in November 2025. Carol Minor, community health supervisor, will work alongside **Baptist** Health Sciences University Professor Briana Jegier, Ph.D., and other principal investigators and research team members at Meharry Medical College and River Valley Health. We're sharing more details in this newsletter on how the program may help Tennessee residents.

I'm also pleased to share you can now access our updated Community Health Implementation Strategies [here](#) on [baptistonline.org](#). We look forward to continuing to serve the Mid-South, addressing community health needs and advancing the **Baptist** mission of healing, teaching and preaching.

**Keith Norman**  
Vice President/Chief Government Affairs and Community Relations Officer  
Baptist Memorial Health Care



## Addressing Chronic Diseases



### **Baptist** Launches 'Activate Tennessee' to Support Patients With Chronic Conditions

"Activate Tennessee" aims to improve the quality of life of individuals living with two or more long-term health conditions, such as diabetes, heart disease or cancer. Over a nine-month period, those who participate in this program can receive personalized support from a dedicated community health worker.

As trained professionals experienced in community engagement, community health workers provide vital peer support, help patients meet their specific health goals and bridge the gap to essential local resources.

"I am very excited to have **Baptist** join Tennessee CEAL's [Community Engagement Alliance's] Activate Tennessee Program," said Briana Jegier. "This research study comes from several years of engagement across the state to address health needs and demonstrate the value of community health workers."

For more information on Activate Tennessee, please call [901-227-2262](tel:901-227-2262) or email [activatetnprogram@bmhcc.org](mailto:activatetnprogram@bmhcc.org).

## Addressing Mental Health

### 'Own Your Season' Wellness Challenge Helps Community Members

During the holiday season, **Baptist** and Salvation Army Kroc Center in Memphis presented Own Your Season, a wellness challenge that focused on helping participants use simple, daily actions to maintain a **healthy** lifestyle with videos featuring workouts, nutrition tips and mental health guidance.



Five participants won \$100 gift cards: Latasha Echols, Briana Jegier, Heidi Rupke, Joe Spake and Gleator Jackson. Participants shared how the program helped them, and a selection of their comments are included below.

- "I spent a little more time with calm and gratitude because of the question prompts." —Heidi Rupke
- "In past years, the holiday season has been a difficult and depressing time for me. This year, I made a conscious decision to do things differently. I stayed consistent with my workouts, didn't isolate and implemented several of the tips and strategies that were shared in the program." —Latasha Echols
- "I benefitted from the holistic approach to health, especially in having quick video access to exercise routines, as well as helpful nutrition and mental health content." —Joe Spake

## Upcoming Events and Opportunities

[Free Heartsaver First Aid, CPR and AED Recertification](#) for non-profit community organizations, Feb. 28, 2026

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