



NEA Baptist Memorial Hospital 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 Northeast Arkansas 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 NEA Baptist Memorial Hospital will carry out in support of this systemwide plan.

Health Priority: Behavioral Health

Goal: Increase behavioral health screenings to initiate early treatment and improved outcomes for residents at all stages of life.

Objectives:

- 1) Increase the number of residents who are screened for behavioral 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) Increase availability of services for patients with Alzheimer's disease and their caregivers.
- 4) Educate residents on the signs and symptoms of mental health conditions and substance abuse and where to get help.

NEA Baptist Memorial Hospital Strategies:

- 1) Support initiatives to screen individuals for depression and mental health conditions.
- 2) Participate in and host educational forums and health fairs to increase awareness of behavioral health conditions and available services.
- 3) Partner with local behavioral health providers to provide screenings and service referrals.
- 4) Sponsor community organizations that provide mental health and substance abuse support services.
- 5) Provide educational information about Alzheimer's disease for the senior population and their caregivers.



Health Priority: Cancer

Goal: Provide early detection and treatment to reduce death from breast, colorectal and lung cancers, and improve quality of life for patients.

Objectives:

- 1) Increase awareness of benefits of genetic testing and early screenings for improved outcomes.
- 2) Increase physicians' participation in secondary screening protocols for lung cancer to increase early diagnosis of the disease.
- 3) Increase access to screenings in rural areas to reduce disparities among low-income, at-risk and minority populations.
- 4) Increase access to care close to home for rural residents.
- 5) Improve care coordination and caregiver support.

NEA Baptist Memorial Hospital Strategies:

- 1) Participate in and host educational forums to increase awareness of cancer risk factors and prevention activities.
- 2) Provide free or reduced-cost cancer screenings, targeting at-risk and uninsured residents.
- 3) Host support groups for cancer patients, survivors and caregivers.

Health Priority: Chronic Disease Management and Prevention

Goal: Promote health as a community priority and increase healthy lifestyle choices.

Objectives:

- 1) Increase residents' knowledge of their risk factors for disease.
- 2) Collaborate with community partners to encourage physical activity among residents.
- 3) Advocate for planning and policies that promote health as a community priority.
- 4) Reduce food insecurity and increase community options for healthy foods.

NEA Baptist Memorial Hospital Strategies:

- 1) Participate in health fairs and community events to provide education for healthy lifestyles and prevention of chronic disease.
- 2) Provide free screenings for health risk factors related to chronic disease.
- 3) Sponsor community agencies and programs that encourage healthy, active lifestyles.
- 4) Host monthly support groups for individuals with diabetes and their families.
- 5) Partner with the NEA Baptist Charitable Foundation to provide free health education and improvement programs and financial assistance for underserved residents.



Health Priority: Maternal and Child Health

Goal: Improve birth outcomes for women and infants.

Objectives:

- 1) Increase the proportion of pregnant women in rural communities who receive early and adequate prenatal care.
- 2) Reduce smoking and related risk behaviors among pregnant women.
- 3) Provide early intervention for mothers who use substances known to cause neonatal abstinence syndrome (NAS).
- 4) Increase the proportion of infants who are breastfed during their first 6 months.
- 5) Reduce disparities in prenatal care and birth outcomes.

NEA Baptist Memorial Hospital Strategies:

- 1) Participate in community events to provide education and resources for prenatal care, breastfeeding and newborn education.
- 2) Provide baby education and childbirth classes for new parents.
- 3) Provide breastfeeding classes and a support group to new mothers.
- 4) Support March of Dimes and other community partners to improve outcomes for mothers and babies.