

## Citizens Baptist Medical Center Community Health Needs Assessment Implementation Strategy Update

Health Priority	Goals, Objectives, Strategies, and Partnerships	Activities / Performance / Outcomes
<b>Cardiovascular Disease</b>	<p>To support activities aimed at increasing education, awareness, and the reduction of cardiovascular disease and related health conditions.</p> <p>Partnerships: Brookwood Baptist Health, Cardiovascular Associates, Brookwood Baptist Health Be Well, BE-Well Workforce Wellness, Get Healthy Talladega County Network, Rural Health Outreach Program, American Heart Association, BBH Primary and Specialty Clinics</p>	<ul style="list-style-type: none"> <li>• Provide educational material on cardiovascular disease and risk factors associated with cardiovascular disease.                             <ul style="list-style-type: none"> <li>○ Educational materials provided for physicians</li> </ul> </li> <li>• Support the Brookwood Baptist Health Be Well workforce Wellness health screenings throughout the community                             <ul style="list-style-type: none"> <li>○ screenings are ongoing throughout the year</li> </ul> </li> <li>• Provide support of continued organizations locally that instill a culture of health and wellness in Talladega County</li> <li>• Participation in program initiatives aimed at identifying and reducing potential cardiovascular disease risk factors including BP screenings, cholesterol checks and health eating/nutritional education</li> <li>• Physician education opportunities available through local CME events on cardiovascular related topics                             <ul style="list-style-type: none"> <li>○ CME events encouraged for physicians</li> </ul> </li> </ul>
<b>Cancer</b>	<p>To support activities to raise cancer awareness and early detection.</p> <p>Partnerships: Brookwood Baptist Health, Brookwood Baptist Health Be Well, Get Healthy Talladega, American Cancer Society, Southeast Cancer Network.</p>	<ul style="list-style-type: none"> <li>• Collaborate with Brookwood Baptist Health facilities and their programs in raising awareness for risk factors and early detection.</li> <li>• Collaborate with Coosa Valley Regional Cancer Center, part of Southeast Cancer Network to provide medical and radiation oncology treatment of people in Talladega County.</li> <li>• Men's or Women's Screening events - Mammo/PSA?</li> </ul>

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<b>Obesity</b>	<p>To support activities aimed at identifying early risk factors related to obesity as well as providing education on the importance of healthy living through increased physical activity and proper nutritional health.</p> <p>Partnerships: Brookwood Baptist Health, Brookwood Baptist Health Be Well Workforce Wellness, Talladega County</p>	<ul style="list-style-type: none"> <li>• Ongoing support of Be Well - Workforce Wellness with health screenings to identify risk factors for obesity, Provide educational material at community health screenings on the importance of a healthy lifestyle and reducing obesity. <ul style="list-style-type: none"> <li>○ Ongoing screenings tied with events around Be Well campaign</li> </ul> </li> </ul>
<b>Infant Mortality</b>	<p>To support activities aimed at increasing education and awareness regarding women's health in maternity care.</p> <p>Partnerships: Brookwood Baptist Medical Center, Talladega County Health Department, WIC</p>	<ul style="list-style-type: none"> <li>• Networking opportunities for physicians and staff to be educated on Infant Stabilization <ul style="list-style-type: none"> <li>○ Outreach events for NICU nurses and physicians (pediatricians and OBGYNs) completed in 2017</li> </ul> </li> <li>• Support of appropriate transfers to Brookwood Baptist Medical Center <ul style="list-style-type: none"> <li>○ Support of appropriate transfers to BBMC is ongoing</li> </ul> </li> <li>• Collaboration with Talladega County Health Department to provide services through Plan First Program including yearly family planning exams, care support from social workers or nurses, birth control, lab work and other services for young women and expectant mothers.</li> <li>• Participation in Women's, Infants, and Children Program (WIC).</li> </ul>

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<b>Diabetes</b>	<p>To support activities aimed at increasing education, awareness and the reduction of diabetes prevalence.</p> <p>Partnerships: Brookwood Baptist Health, Brookwood Baptist Be Well Program</p>	<ul style="list-style-type: none"> <li>• Provide educational material at community events on diabetes and risk factors associated with diabetes.</li> <li>• Promote diabetes self-management educational courses.</li> <li>• Support the Brookwood Baptist Be Well program initiatives that involve community screening and encourage the importance of follow up with a primary care physician.</li> </ul>
<b>Mental Health</b>	<p>To support the programs aimed at identifying early risk factors for behavioral health patients while increasing awareness of the resources within behavioral health.</p>	<ul style="list-style-type: none"> <li>• Support, Awareness, and Education on Geri Psychiatric Services for seniors 60 years or over.</li> <li>• Collaboration within the market hospitals to increase awareness to the surrounding population regarding patients who are in need of services due to mental or emotional disturbances requiring treatment. <ul style="list-style-type: none"> <li>○ Ongoing collaboration with other hospital in the market</li> </ul> </li> <li>• Partner with Geriatric psychiatrists, nurses, social workers and therapists to provide education and coordinate care once patients are discharged home.</li> </ul>
<b>Substance Abuse</b>	<p>To Support activities aimed at identifying early detection of substance abuse and support of avenues for treatment once identified.</p> <p>Partnerships: Brookwood Baptist Health, Bradford Health Services, AltaPointe Health System's Outpatient Services location</p>	<ul style="list-style-type: none"> <li>• Support local programs to provide more education and increase access to Citizen's medical detox unit.</li> <li>• Increased education to other hospitals within market to educate them on availability of medical detox unit.</li> </ul>