

What's new?

As we enter the holiday season, it's a great time to reflect on the blessings we've received and share gratitude with family, friends and colleagues. This is also an ideal time to support others who need help.

It's my great honor each December to be part of the Tree of Faith, Hope & Love holiday luncheon for those who receive care at Baptist Operation Outreach, a clinic that delivers free medical care to more than 1,300 individuals who are unhoused in our community. This festive event, hosted by Baptist Memorial Health Care and Christ Community Health Services, offers a hot meal and backpacks filled with essential winter items and toiletry kits to attendees. This event brings joy to the most vulnerable in our community and helps care for their physical, mental, emotional and spiritual needs.



Another way Baptist will be caring for the needs of community members this year is through [Own Your Season](#) wellness challenge. We are working with the Salvation Army Kroc Center in Memphis on this activity, which begins Nov. 24 and runs through Jan. 4. The challenge focuses on helping participants use simple, daily actions to maintain a healthy lifestyle during the busiest time of the year. Support will include videos featuring workouts, nutrition tips and mental health guidance, as well as a podcast to help those dealing with holiday grief.

We look forward to continuing to inspire positive changes for the communities we serve in the coming new year.

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

Addressing Health Disparities



Family STEM Night and SHE Leads the Way

To engage families and empower young people to pursue careers in STEM and discover possibilities for innovation in their own city, Baptist joined with the Frayser Community Parent, Teacher, Student Association and Memphis STEM in Medicine Ecosystem to host Family STEM Night and SHE (Science, Health, Empowerment) Leads the Way on Thursday, Oct. 23.

More than 120 participants enjoyed dinner and engaging in hands-on learning activities that revealed how science, technology, engineering and math are applied in real life. Attendees also had the opportunity to interact with Baptist's virtual nursing robots.

Kayla Rodriguez Graff, CEO and co-founder of SweetBio, met with students during the event and gave the keynote address, offering insight into the world of entrepreneurship and biotechnology. Graff's successful Memphis-based medical device company focuses on affordable wound care products.

Addressing Chronic Diseases



2025 Southern Heritage Classic

Baptist sponsored the 2025 Southern Heritage Classic, which took place at Simmons Bank Liberty Stadium in Memphis on Saturday, Sept. 27. More than 21,000 college football fans attended the game with a tailgating crowd of more than 10,000.

"We have valued working with Southern Heritage Classic to promote heart health and now cancer prevention," said Baptist Senior Community Involvement Coordinator Ann Marie Wallace.

Baptist Cancer Center offered health screenings and colon cancer education in the tailgating area of Tiger Lane. Tailgating fans could get free blood pressure checks, complete health screening passports and tour the MEGA Colon, a larger-than-life inflatable walk-through educational exhibit.

Fans attending the game watched a "Baptist First Take" video on the jumbotron featuring Dr. Randelon Smith, a gastroenterologist with Baptist Medical Group-GI Specialists Foundation. Dr. Smith highlighted the new recommended age for the average person without a family history or symptoms to start colorectal screenings to help prevent colon cancer.



Free Flu Vaccines for Community Members

Baptist Memorial Hospital-DeSoto and DeSoto Community Health Center hosted a free drive-through flu vaccine event on Thursday, Oct. 9, and Baptist Memorial Hospital-Memphis provided free flu shots at the Frayser Branch Library on Friday, Oct. 24.

About 140 adults got their flu vaccines during Baptist DeSoto's drive-through flu vaccine event. Several community members visited the Frayser Branch Library Community Room in Memphis to get their flu shots from Baptist Memphis team members, who also provided health education.

Upcoming Events and Opportunities

[Own Your Season](#), Nov. 24-Jan. 4

Stay in Touch

Bookmark our [Events](#) and [Resources](#) pages, and check them frequently to find out about free community health events and to access free health resources.

Not on the list for our quarterly newsletter? [Click here](#) to sign up!