



Baptist Healthy Communities QUARTERLY



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Addressing community needs

Recently, Baptist Memorial Health Care released [Community Health Improvement Plans](#) to show how we plan to address the biggest health issues facing our communities according to our [2022 Community Health Needs Assessments](#).

Our health priorities for 2023–2025 include

- Increasing mental health screenings and treatment and integrating behavioral health with primary care
- Increasing access to care to reduce chronic diseases, address social determinants of health and, ultimately, reduce health disparities and mortality rates
- Reducing birth disparities among Black mothers and infants, and improving access to pre- and postnatal care

We encourage you to share any ideas you have with us about how we can be a more involved community partner and help address health needs/issues in your community. Below is a rundown of our activities during the past quarter to help enhance access to health care in the region. If you have suggestions of other ways we can help the community, please feel free to share your ideas with our team at community.relations@bmhcc.org. Thank you so much!

Addressing mental health—Just Heal, Bro

To address mental health issues in our community, Baptist sponsored the Just Heal, Bro national tour in 2022. Through dialogue and culturally responsive solutions, this initiative was designed to help attendees heal through education and community. During the event, the 478 Black men who attended had a safe space to be vulnerable, express their feelings and concerns, and learn about tools for assistance and resiliency. View [highlights](#) from the tour, or watch the presentation in its [entirety](#).



Addressing chronic disease—Health Screenings at Baptist Arlington Emergency Department

About 300 community members attended a Community Day for Baptist Arlington Emergency Department before the facility opened on Jan. 9. Free health screenings and basic lifesaving CPR training were offered to the community on Jan. 7, and attendees got a preview of the first freestanding ER in West Tennessee. In addition to emergency care, the campus offers laboratory, X-ray, ultrasound and CT services. Baptist Medical Group began offering primary and urgent care in February, and OrthoSouth opened offices in April.



Addressing maternal and child health—MLK Days of Service

Baptist collected hundreds of packages of diapers and wipes for Leadership Memphis' MLK Days of Service in January. The supplies were distributed to moms in need at participating community centers in Memphis through the MyBaby4Me program. Baptist's Mobile Mammography Unit also provided free mammograms at one of the distribution sites.



Supporting a sustainable and equitable community—Junior Achievement BizTown

Baptist Memorial Health Care recently held a ribbon cutting for its new Junior Achievement BizTown storefront, which features a Wellness Wheel to motivate students to live healthier lives and interactive activities aimed at inspiring students to consider health care professions.

JA BizTown is a simulated model of Memphis that teaches middle school students about city government and business. The program combines in-class learning with a day-long visit to JA BizTown, where students operate banks, manage restaurants, write checks and vote for mayor of their "town." The activities are aimed at creating a strong workforce in Memphis and the surrounding areas.

"We want to create a greater pipeline of youth who will consider health care as an occupation," said Senior Community Outreach Coordinator Ann Marie Wallace. "We're also trying to help students understand the importance of businesses budgeting for health care coverage."



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