



# Baptist Healthy Communities QUARTERLY



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### What's New: Quarterly Edition!

Welcome to the new Baptist Healthy Communities Quarterly newsletter! I am the vice president/chief government affairs and community relations officer for Baptist Memorial Health Care, and it will be my pleasure to connect with you throughout the year about Baptist's commitment to and support of its communities.

In the past, we've primarily shared upcoming events supported by Baptist in the metro-Memphis area through this newsletter. We will continue to share Baptist-supported community health events for the region (not just metro-Memphis) on our [website](#). I encourage you to bookmark our [Events and Resources pages](#), and check them frequently to find out about free community health events and to access free health resources.

As we move forward, we want to focus on community health needs and what we're doing to address those. We just completed our triennial [community health needs assessment](#), identifying the top health issues for each region we serve. The most pressing issues plaguing our communities were familiar and include chronic diseases, mental illness, health disparities and maternal and child health. During the next three years, we will collaborate with community leaders, faith-based organizations and local providers to develop processes and systems to help improve access to care, build capacity to serve our communities and promote equity. We will share our outcomes and activities with you through this newsletter.

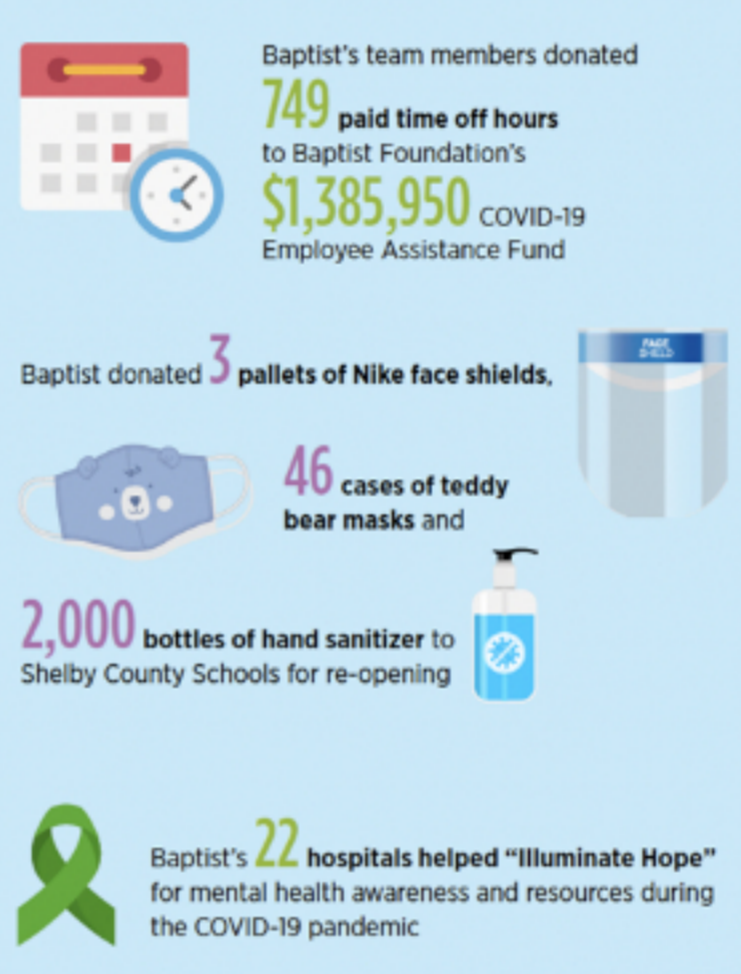
We encourage you to share any ideas you have with us about how we can be a more involved community partner and help address health needs/issues in your community. Please feel free to share your ideas with me at [community.relations@bmhcc.org](mailto:community.relations@bmhcc.org). Thank you so much, and happy New Year!



### We are stronger together.

In March 2020, our world changed forever. And since then, terms like "social distancing" and "mask up" have become part of the global vernacular. The arrival of the virus that causes COVID-19 has affected every facet of our society – businesses, schools, economies, worship and, perhaps most significantly, our community health. The disease has also affected the means by which health care organizations like Baptist deliver care. Baptist prepared early for the challenges the pandemic would bring. We implemented plans and protocols throughout our entire organization to ensure our health care providers would stay healthy to care for patients. We were one of the first organizations to offer COVID-19 testing and groundbreaking treatments, such as monoclonal antibody therapy, which dramatically reduces the severity of the disease in COVID-19 positive patients. Baptist has also become the trusted source for COVID-19 information from one of our most sought after experts by local and national news media. During the earliest days of the pandemic, Baptist immediately reached out to local federally qualified health centers to assist with personal protective equipment and resources for testing, specifically in lower income and minority communities. Baptist provided guidance and assistance to community partners and Baptist Healthy Communities church congregations on safe re-openings. Baptist also worked with city and county leaders to support testing and emergency shelters for the homeless. And Baptist worked with Latino Memphis to increase awareness, communication and engagement with the Latino community, including sponsoring a texting distribution communication tool called Hustle.

### A number of inspiring stories have come out of Baptist's COVID-19 response.



In every community, there are countless organizations and programs working hard to help others through this challenging time, and Baptist will continue to lead and support these efforts until this pandemic ends. Because the best and, perhaps, only way we will get through this is together.

### Baptist Across the Region: 2022 Community Report

The COVID-19 pandemic had a profound effect on all of our lives and even impacted the way we carried out our community outreach efforts. However, the pandemic did not stop us from supporting our communities throughout West Tennessee, East Arkansas and North and Central Mississippi. Check out what we were up to in our [2022 Community Report!](#)

## Mark These Dates on Your Calendar

Visit [baptistcommunities.org](http://baptistcommunities.org) for a full schedule of events – updated throughout the month.



## Stay Connected

Not on the list for our quarterly newsletter? [Click here](#) to sign up! For more information, or to explore more healthy ideas, visit [baptistcommunities.org](http://baptistcommunities.org).



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