Princeton Baptist Medical Center

Community Health Needs Implementation Strategy

FY2013 - FY2015
Overview

Located in Birmingham, Alabama, Princeton Baptist Medical Center is part of Baptist Health System, a faith-based, not-for-profit health care system consisting of four hospitals and a network of health centers serving north and central Alabama.

With 499 beds, Princeton Baptist Medical Center is a major provider of health care services in Jefferson County and the surrounding area and is dedicated to the Baptist Health System’s faith-based ministry, focusing on whole-body wellness for all patients.

This report includes the FY2013-FY2015 plans for Princeton Baptist Medical Center to address the prioritized health needs identified in the Community Health Needs Assessment report.

The full Community Health Needs Assessment report is provided in a separate companion document.

Target Areas and Population

As described in the Community Health Needs Assessment report, Princeton Baptist Medical Center serves the broader Jefferson County region, which includes a population of over 400,000. The majority of population is African American (50.6%), followed by White (45.0%), and Hispanic (2.8%). Current estimates project an increase in number of older adults, with those aged 65+ years expected to grow 6.2% over the next five years.

Identified Health Priorities

The FY 2013 Community Health Needs Assessment for Princeton Baptist Medical Center was conducted using both statistical data on the current health status of the community as well as interviews from individuals who provided key insights into the broader health interests of those served by Princeton Baptist Medical Center. The resulting health needs were compiled and ranked using a system that incorporating comparative methods among those identified. The health needs meeting “high or medium” criteria were deemed as of greatest priority.

Subsequently, 11 health priorities were identified as meeting “high or medium” criteria and are listed with a brief description below:

1. **Cancer:** The 2nd leading cause of death in the community with cancer related death rates in Jefferson County higher than HP2020 goals.

2. **Cardiovascular Disease:** Heart disease is the leading cause of death in the area and commonly mentioned as a concern by members of the community.
3. **Tuberculosis:** A significant percent of state-wide tuberculosis cases are reported from Jefferson County.

4. **Diabetes:** Jefferson County has a high burden of diabetes and was commonly expressed by members of the community as a contributing factor to other health related conditions.

5. **Health Care:** Members of the community expressed concerns over access to and knowledge of available health care resources.

6. **Maternal and Child Health:** The infant mortality rate in Jefferson County is higher than rate in Alabama.

7. **Mental Health:** Members of the community mentioned concerns over available mental health resources for the elderly residents.

8. **Nutrition:** Improper nutrition was commonly mentioned as a health concern by members of the community.

9. **Overweight/Obesity:** Obesity was discussed by members of the community as a contributing factor to other chronic health condition and commonly mentioned as a health concern.

10. **Smoking:** Members of the community mentioned smoking as a health concern.

11. **Sexually Transmitted Infections (STIs):** STI rates are significantly higher in Jefferson County than in those in the State.

**Development of Implementation Strategy**

Following a comprehensive review of the Community Health Needs Assessment report, the Princeton Baptist Medical Center leadership team was responsible for determining the best approach to address the identified health priorities. The resulting Implementation Strategy links specific activities to achieving targeted outcomes for each priority’s specified goals and objectives.

The activities in the Implementation Strategy including existing programs and partnerships as well as new activities aimed at enhancing the benefits Princeton Baptist Medical Center provides to the community. Additionally, rationale was provided for any health priorities that will not be address at this time (if applicable).

**Implementation Strategy FY2013 - FY2015**

The following Implementation Strategy details the plans for Princeton Baptist Medical Center to address the health priorities over the next 3 years:
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| **Cancer**     | To increase community awareness around the known causes of cancer and promote the importance of early detection for cancer diagnosis/treatment  
Partnerships: American Cancer Society; Princeton Baptist Medical Center Comprehensive Cancer Center | ● Promote and provide mammograms and prostate cancer screenings during respective cancer awareness months  
  - To encourage participation in screenings by providing at a reduced cost to those participating at events  
● Partner with the American Cancer Society to promote cancer prevention education  
● Continue to support the Comprehensive Cancer Committee’s goals for cancer prevention and education | ● Number of cancer screenings (mammograms and prostate) during each awareness month  
● Number of education events on cancer prevention | Increase participation in cancer screenings events and efforts to increase early detection |
| **Cardiovascular Disease** | To support activities aimed at increasing education, awareness, and the reduction of cardiovascular disease and related health conditions  
Partnerships: West End Community Garden; Junior League of Birmingham; Birmingham Mayor’s Office Division of Youth Services; Princeton Baptist Medical Center ’s Certified Chest Pain Center, Congestive Heart Failure Center and Stroke Center; Baptist Health System Workforce Wellness program; | ● Partner with the West End Community Garden to host weekly fresh produce markets (open to the public) on the Princeton Baptist Medical Center campus  
● Continue to host and promote health screening including cardiovascular disease related screening and testing at community events  
● Continue to support and promote the specialized resources available through the Certified Chest Pain Center, Congestive Heart Failure Center and Stroke Center at Princeton Baptist Medical Center  
● Support the Baptist Health System Workforce Wellness program initiatives aimed at decreasing cardiovascular disease for Hospital employees and community partners including  
  - Smoking cessation classes, discounted memberships to Weight Watchers, enhanced access to gym/physical fitness activities , and health eating/nutritional education | ● Number of weekly produce markets on the Princeton Baptist Medical Center campus  
● Number of individuals participating in cardiovascular health related screenings and activities through the Baptist Health System Workforce Wellness program | Increased community awareness of the risk factors associated with cardiovascular disease |
| **Tuberculosis** | To actively participate in ongoing efforts to ensure appropriate testing and reporting of tuberculosis (TB) in the community  
Partnerships: Jefferson County Health Department; Baptist Health System Workforce Wellness program | ● Continue to report all active or suspected cases of TB (whether that is patient or employee) to the Jefferson County Health Department  
● Provide TB testing to all Hospital employees through the Baptist Health System Workforce Wellness program | ● Percent compliance in reporting to Jefferson County Health Department  
● Number of Hospital employees participating in TB testing | Continued efforts to support and decrease the incidence of tuberculosis in Jefferson County |
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| Diabetes       | To promote healthy lifestyle choices aimed at reducing the burden of diabetes including healthy eating habits, exercise, and an increase in community awareness of the signs and symptoms of diabetes | ● Partner with the West End Community Garden to host weekly fresh produce markets (open to the public) on the Princeton Baptist Medical Center campus  
● Host and increase awareness of health screening at community events  
● Support the Baptist Health System Workforce Wellness program initiatives aimed at identifying potential diabetes risk factors for Hospital employees and community partners including  
  – Glucose screening, smoking cessation classes, discounted memberships to Weight Watchers, access to Hospital gym, and health eating/nutritional education  
● Provide employee and community nutrition classes taught by the Registered Dieticians on staff at Princeton Baptist Medical Center  
  – Ensure adequate educational resources on diabetes prevention and the potential link to other chronic health conditions (cardiovascular disease and stroke) | ● Number of weekly produce markets on the Princeton Baptist Medical Center campus  
● Number of individuals participating in diabetes related screenings and prevention activities through the Baptist Health System Workforce Wellness program  
● Number of nutrition classes | Increased community understanding of the causes of diabetes and the potential link to other chronic conditions |
| Health Care    | To increase community awareness and availability of health care services                                                                                                                                                                           | ● Engage and encourage community businesses utilization and adoption of the Baptist Health System Workforce Wellness program initiatives including  
  – Employee health screenings and educational seminars on heart disease, nutrition, cancer risks, hypertension, diabetes, smoking, stress and depression, exercise and weight loss  
  – Provide participants with information include available Primary Care Physicians and assistance with scheduling visits (if applicable)  
● Provide ongoing operating support to the M-Power Health Center which provides acute health care services to the underinsured and uninsured residents of Jefferson County including  
  – Ongoing management and support of volunteers including recruitment and training  
  – Develop and pilot “mobile” M-Power health clinics for 3-day onsite clinics at area churches/congregations  
  – Current “mobile” health clinic pilot sites include Brookwood Baptist Church & True Vine Ministries, Greater Shiloh Baptist Church, and 16th Street Baptist Church  
● Investigate potential partnership with Dispensary of Hope to provide no cost prescription medication through M-Power Health Center and “mobile” health clinics | ● Number of businesses utilizing the Baptist Health System Workforce Wellness program  
● Number of participants provided with additional health information including information on available primary care physicians | Improved access to primary care and utilization of health care resources |
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| Maternal and Child Health    | To increase prenatal and infant care education for expectant parents                                                                                                                                                                                                                                   | ● Host prenatal education classes for expectant parents  
   - Provide participants with a car seat at no cost to encourage attendance in classes  
   ● Host Daddy Boot Camp for soon-to-be fathers to teach responsible pregnancy and parenting tips | ● Number of prenatal education classes  
   ● Number of car seats provided to participants  
   ● Number of Daddy Boot Camps | Increased knowledge of infant and childhood health resources available to expecting and new parents                                                                                                                                                             |
| Mental Health                | To improve awareness of current geriatric psychiatry resources and improve community outreach                                                                                                                                                                                                          | ● Provide educational opportunities focused on increasing the awareness of the mental health services available for the elderly members in the community  
   ● Utilize Princeton Baptist Medical Center Psychiatric Medical Directors (Psychiatrist) to develop program specific material on mental health topics (including signs, symptoms, treatment, and support) to use for education at community events | ● Number of community educational events focused on mental health  
   ● Number of participants in educational programs on mental health | Increased responsiveness by the community to available mental health resources                                                                                                                                                                                     |
| Nutrition                    | Expand access to fresh produce and healthy foods through the community and promote healthy eating and nutrition habits as an important factor in overall health                                                                                                                                 | ● Host the West End Community Gardens on the Princeton Baptist Medical Center campus weekly to sell fresh produce  
   ● Host employee and community nutrition classes taught by Hospital Registered Dieticians  
   ● Investigate potential opportunities to expand the “Faithfully Fit” program (in partnership with local churches and the United Way of Central Alabama)  
     - Successful pilot (2012) of health conference for residents of Jefferson County aimed at encouraging and promoting healthy living, smoking cessation, and tobacco prevention | ● Number of produce markets on the Princeton Baptist Medical Center campus  
   ● Number of participants in nutritional education sessions | Heightened awareness of importance of proper nutrition and health eating habits                                                                                                                                                                                      |
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| Overweight/Obesity | To educate the community on the risk of obesity and expand opportunities to make healthy lifestyle choices  
**Partnerships:**  
Baptist Health System Workforce Wellness program;  
West End Community Gardens;  
Junior League of Birmingham;  
Birmingham Mayor’s Office Division of Youth Services | ● Support the Baptist Health System Workforce Wellness program initiatives aimed at identifying potential health risk factors and encouraging physical activity including  
- Glucose screening, BMI testing, smoking cessation classes, discounted memberships to *Weight Watchers*, access to Hospital gym, and health eating/nutritional education  
- Host the West End Community Gardens on the Princeton Baptist Medical Center campus weekly to sell fresh produce  
- Host employee and community nutrition classes taught by Hospital Registered Dieticians  
- Encourage physical fitness in adolescents by sponsoring and promoting a 5K Kids run  
- Provide educational material linking positive health and physical fitness | ● Number of individuals participating in screenings and activities to improve nutrition and physical fitness through the Baptist Health System Workforce Wellness program  
- Number of weekly produce markets on the Princeton Baptist Medical Center campus  
- Number of participants in nutrition classes  
- Number of participants in the 5K for Kids run  
- Educational material provided during 5K Kids run  
- Increased awareness regarding the health risks associated with smoking | Increased knowledge of the positive health benefits of physical activity and healthy eating |
| Smoking | To support anti-smoking efforts by promoting access to smoking cessation resources and education on the health risks associated with smoking  
**Partnerships:**  
Baptist Health System;  
Baptist Health System Workforce Wellness program;  
American Cancer Society;  
Potential opportunity to expand the “Faithfully Fit” program | ● Engage community business through the Baptist Health System Workforce Wellness program to conduct health screenings and educational seminars encouraging health living and reducing risk factors associated with chronic health conditions including smoking cessation and improving healthy living  
- Participate in the American Cancer Society “Quit for Life” program  
- Provide resources to participants including 8 weeks of nicotine patches, access to web coach and phone-based counseling, online tools and more for Hospital employees and family members  
- Support the Baptist Health System non-smoking hiring policy by screening potential employees for smoking and only hiring non-smoking employees  
- Investigate potential opportunities to expand the “Faithfully Fit” program (in partnership with local churches and the United Way of Central Alabama) in Jefferson County  
- Successful pilot of coordinated health conference for residents of Jefferson County (2012) with emphasis on promoting healthy living, smoking cessation, and tobacco prevention through targeted educational and ministry focused activities | ● Number of businesses utilizing the Baptist Health System Workforce Wellness program  
- Materials provided to on the risks associated with smoking  
- Number of participants utilizing “Quit for Life” program | Increased awareness regarding the health risks associated with smoking |
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| **Sexual Transmitted Infections (STIs)** | To continue to support and participate in the Jefferson County Health Department’s STI reporting policy and to educate patients and families on STI acquisition, prevention, and treatment | ● Continue to report STIs to the Jefferson County Health Department  
● Provide educational material on STI acquisition, precautions, and treatment to individuals infected with STIs as well as those at high-risk for STIs | ● Percent compliance in reporting to Jefferson County Health Department  
● Number of participants provided with education on STI prevention | Increased community awareness regarding acquisition of STI and prevention efforts for STIs transmission |
Ongoing Monitoring

To ensure the health priorities are being address, the Princeton Baptist Medical Center leadership team will review and update the Implementation Strategy in an ongoing manner beginning with its formal adoption through FY2015. Updates to the plan may include revisions to existing activities as well as additional programs and partnerships that further the goals to address each health priority. The next scheduled Community Health Needs Assessment will be conducted for FY2016.

Approval

The Community Health Needs Assessment report and FY2013-FY2015 Implementation Strategy were reviewed and approved by the Baptist Health System Quality and Missions Committee. Any changes to the Implementation Strategy will be provided for review to the Quality and Missions Committee and incorporated into this report annually.

Copies of the Princeton Baptist Medical Center Community Health Needs Assessment and Implementation Strategy are available to the public online and at the Hospital by request.