



Pictured above: Angela Copeland, Heart Care success story.
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2022-2024
Baptist Health Paducah
Community Health Needs Assessment

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Introduction

This Community Health Needs Assessment provides the foundation for Baptist Health Paducah and other local organizations to strategically plan services and improve the health of the community we serve. This document builds on Baptist Health Paducah's third Community Health Needs Assessment, published in August 2018.

Organization Description

Baptist Health Paducah

Baptist Health Paducah is a 349-bed tertiary acute care hospital serving about 200,000 patients per year from three states. It is accredited by the Joint Commission. With more than 2,000 employees and 300 physicians, compassionate care is provided with the most innovative technology available in the following services:

- Advanced Care Planning
- Baptist Health Line – A free, 24-hour telephone hotline staffed by RNs
- Ray & Kay Eckstein Regional Cancer Care Center
 - Advanced Diagnostic and Screening Capabilities
 - Chemotherapy & Infusion
 - Lymphedema Treatment and Care
 - Medical Oncology
 - Radiation Oncology including Stereotactic Radiation Therapy (SRT)
 - Surgical Services
- Baptist Health Home Care
- Baptist Health Rehabilitation
- Baptist Health Urgent Care
- Baptist Health Wound Care including Hyperbaric Medicine
- Carson-Myre Baptist Heart Center
- Baptist Sleep Lab
- Baptist Health Occupational Health and Wellness
- Bariatric Surgery and Weight Management Services
- Center for Digestive Health
- Child Development Center
- Critical Care Unit
- Diagnostic Imaging
- Emergency Services
- Express Care Clinics at Walmart
- Infection Control Department
- Laboratory Services

- Maternal Fetal Medicine
- Neonatal Intensive Care Unit (Level II & III)
- Neurological Services
- Outpatient Pharmacy
- Outpatient Services
- Palliative Care
- Rehabilitation Services
- Respiratory Care Services
- Surgical Services
- Women's and Children's Services

Baptist Health

Baptist Health Paducah is part of Baptist Health, a not-for-profit, 501(c)(3) healthcare corporation that owns and operates nine hospitals with 2,681 licensed acute care beds located in Paducah, Madisonville, Elizabethtown, Louisville, La Grange, Lexington, Richmond, and Corbin in the commonwealth of Kentucky and in New Albany, Indiana. In addition, Baptist Health Medical Group (BHMG), a wholly owned subsidiary of Baptist Health, employs over 1,556 primary care physicians, specialty physicians, and mid-level providers and operates occupational health, physical therapy services, sports medicine, hospice and home care services, and urgent care facilities. Baptist Health Home Care (BHHC) provides home health services in 40 counties in Kentucky, six in southern Indiana, and six in southern Illinois.

Baptist Health Paducah offers the region's:

- Only cancer center, the Ray & Kay Eckstein Regional Cancer Care Center.
- Only certified Advanced Primary Stroke Center by the Joint Commission.
- Only Level III Neonatal Intensive Care Unit.
- Only Neonatal Intensive Care Transport Team.
- Only Center of Excellence in Minimally Invasive Gynecology designation.
- Only Long Term Acute Care Hospital, operated by ContinueCare.
- Only American College of Surgeons/American Society for Metabolic and Bariatric Accredited Center.
- Only Center of Excellence in Robotic Surgery and six certified robotic surgeons, using the region's first da Vinci robotic surgical system.
- Only Pathways to Excellence designation for Nursing.
- First heart center, the Carson-Myre Heart Center, and accredited chest pain center with PCI.
- Nationally recognized Baptist Health Wound Care.

Baptist Health Paducah also holds the following accreditations:

- Hospital: The Joint Commission
- Stroke: Advanced Primary Stroke Center Certification by The Joint Commission
- Chest Pain Center: Society of Chest Pain Centers
- Cancer Program: American College of Surgeons
- Cardiac Rehab: American Assn. of Cardiovascular & Pulmonary Rehabilitation
- Laboratory: College of American Pathologists
- Radiology: American College of Radiology
- Radiation Therapy, Oncology Services: American College of Surgeons
- Mammography: Food and Drug Administration
- Blood Bank: American Association of Blood Banks
- Physician Continuing Medical Education: Kentucky Medical Association
- Vascular Lab: Intersocietal Commission for the Accreditation of Vascular Laboratories

Community Served

Based on the patient origin of inpatient discharges for CY 2020, Baptist Health Paducah's community has been defined as Ballard, Graves, Livingston, Lyon, Marshall, and McCracken counties in Kentucky, and Massac County in Illinois. The surrounding counties in the region have a similar demographic composition as McCracken County.

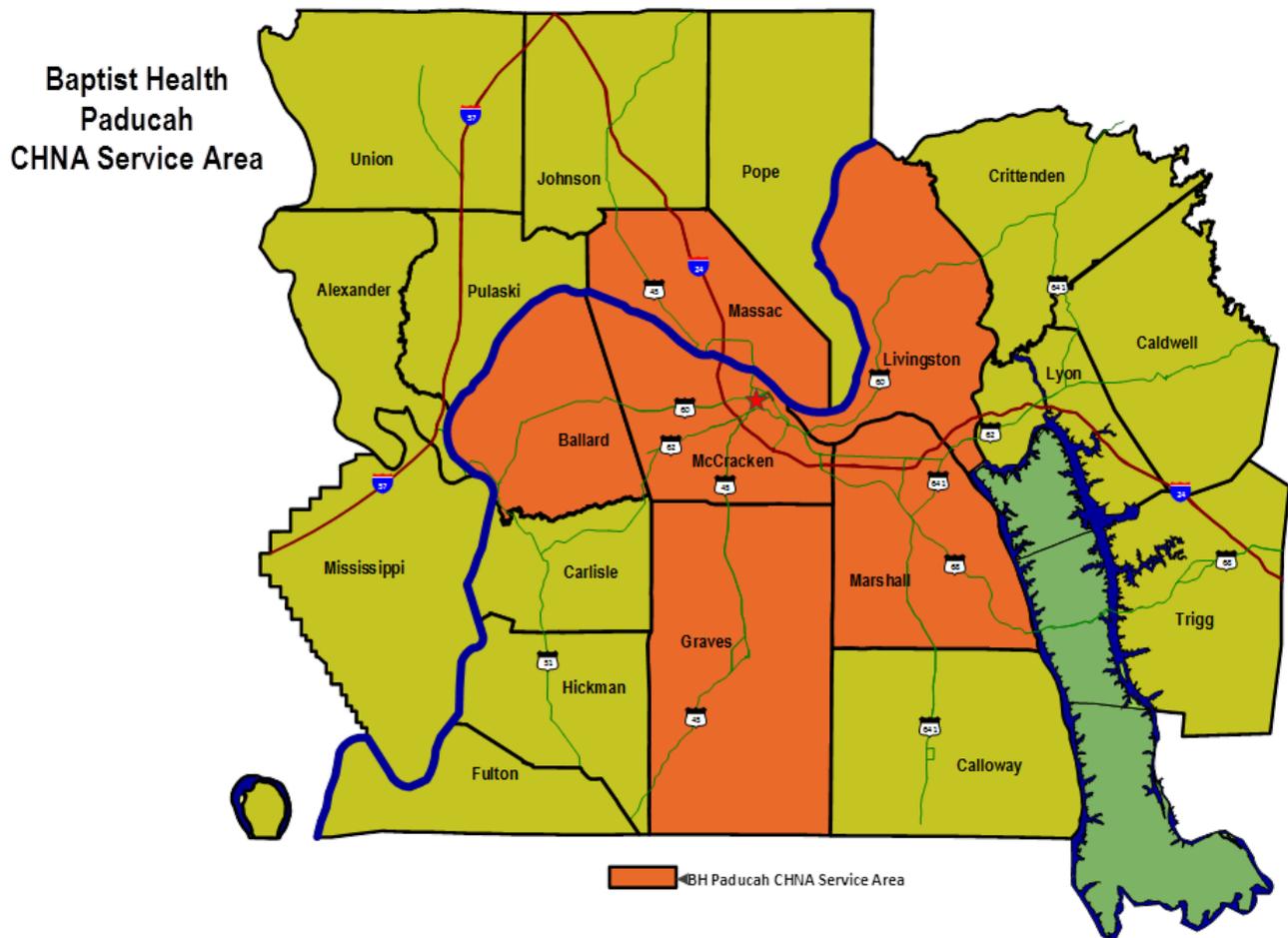
McCracken County is located in western Kentucky. The county borders the Kentucky counties of Ballard, Carlisle, Graves, Marshall, and Livingston, as well as the Illinois counties of Massac and Pulaski. It is comprised of 268 square miles, 17 of which are water; it has a population density of 263 persons per square mile.

McCracken County is a Medically Underserved Area and Primary Medical Care Health Professions Shortage Area for Census Tracts 301-306, located in the most at-risk neighborhoods in the City of Paducah. It is also a whole county Mental Health HPSA. Graves and Marshall counties are whole-county Primary Medical Care Health Professions Shortage Areas, while Ballard, Livingston, and Lyon counties are designated low income population HPSAs.

Service Area

Baptist Health Paducah’s total service area includes 18 counties in three states. In 2020, 34.8 percent of Baptist Health Paducah’s acute care patients were residents of McCracken County. Baptist Health Paducah was second in McCracken County with 40.0 percent of all acute care hospital discharges. The Community Health Needs Assessment service area includes contiguous counties that comprise 73.5 percent of Baptist Health Paducah’s inpatient discharges.

In addition to Baptist Health Paducah, patients in our service area have access to nine other hospitals throughout the region (Appendix D).

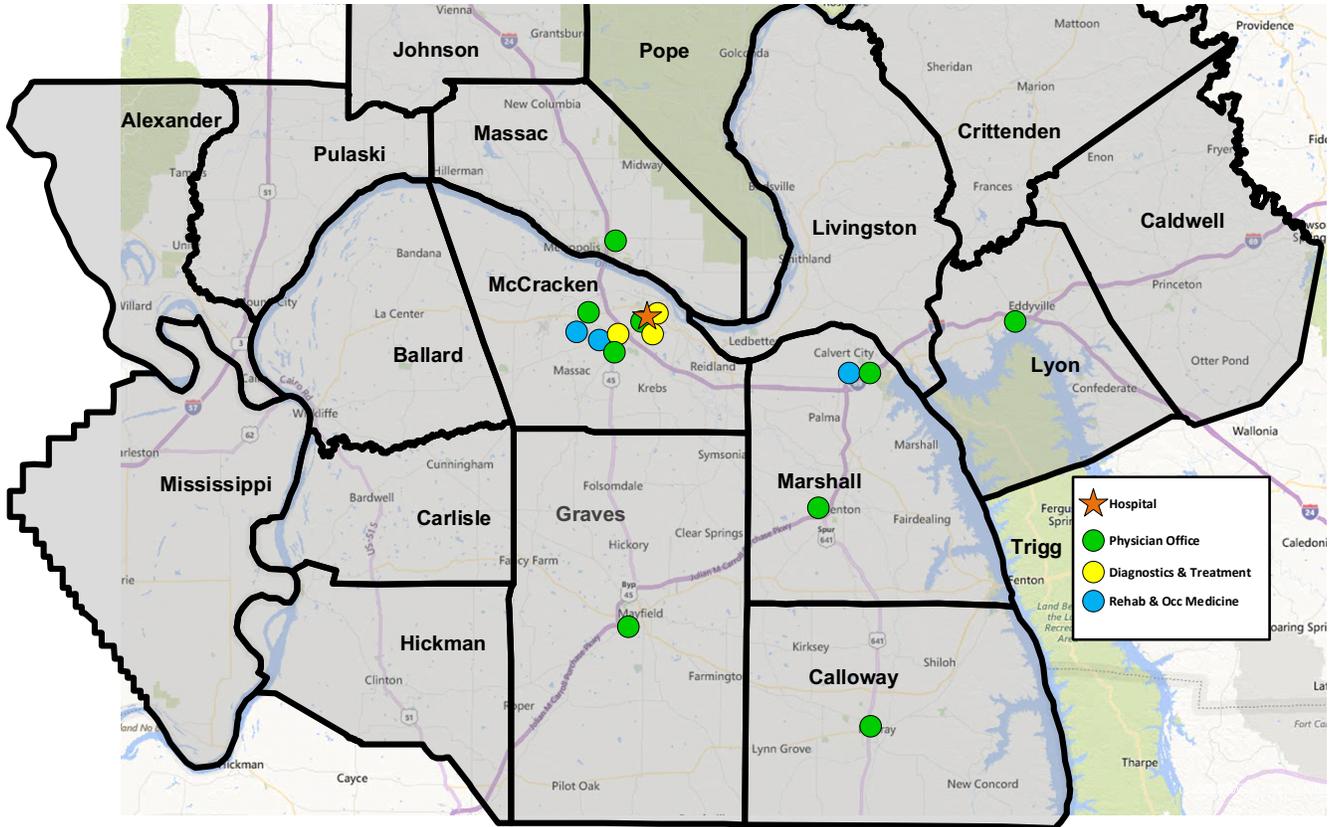


Reliance for Baptist Health Paducah, CY 2020

County	Baptist Health Paducah	Reliance for Baptist Health Paducah	Cumulative for Baptist Health Paducah
Total Discharges	8,680		
McCracken - KY	3,019	34.8%	34.8%
Marshall - KY	956	11.0%	45.8%
Graves - KY	931	10.7%	56.5%
Massac - IL	607	7.0%	63.5%
Livingston - KY	349	4.0%	67.5%
Lyon - KY	274	3.2%	70.7%
Ballard - KY	246	2.8%	73.5%
Caldwell - KY	367	4.2%	77.8%
Calloway - KY	359	4.1%	81.9%
Carlisle - KY	212	2.4%	84.3%
Crittenden - KY	185	2.1%	86.5%
Johnson - IL	175	2.0%	88.5%
Fulton - KY	120	1.4%	89.9%
Obion - TN	112	1.3%	91.2%
Trigg - KY	112	1.3%	92.4%
Hickman - KY	92	1.1%	93.5%
Pope - IL	91	1.0%	94.6%
Pulaski - IL	76	0.9%	95.4%
Other	397	4.6%	100.0%

Source: KHA InfoSuite, Inpatient Acute Discharges, CY 2020, No normal newborns

Baptist Health Locations in Baptist Health Paducah Service Area



Mission, Vision, and Values

All Baptist Health Paducah employees are expected to help fulfill the mission, vision, and value statements adopted by the system.

Mission

Baptist Health demonstrates the love of Christ by providing and coordinating care and improving health in our communities.

Vision

Baptist Health will lead in clinical excellence, compassionate care, and growth to meet the needs of our patients.

Faith-based Values

Integrity, Respect, Compassion, Excellence, Collaboration and Joy.

Purpose

The Patient Protection and Affordable Care Act enacted March 23, 2010, added new requirements that hospital organizations must satisfy in order to be described in section 501(c)(3). Two of these requirements for hospitals are to assess the health needs of their communities and adopt implementation strategies to address identified needs.

This Community Health Needs Assessment is performed for a variety of reasons, including:

- To help meet the hospital's mission to demonstrate the love of Christ by providing and coordinating care and improving health in our communities.
- To comply with the Patient Protection and Affordable Care Act of 2010 and maintain the hospital's tax-exempt status.
- To establish community health needs for the hospital's service area to help prioritize resource allocation.
- To gather data that can be used in other efforts to obtain grants and qualify for awards and certifications.
- To determine available resources in the hospital's service area and how the hospital can coordinate activities with other agencies.
- To involve appropriate individuals and groups in the process to ensure needs are identified, efforts are not duplicated, and the correct agencies to handle specific issues are identified in the strategic implementation plan.
- To create a sustainable process for conducting a Community Health Needs Assessment that can be replicated and continued for future assessments.

Executive Summary

To identify ways Ballard, Graves, Livingston, Lyon, Marshall, and McCracken counties in Kentucky and Massac County in Illinois can improve the health of the community and in response to the Affordable Care Act (ACA), Baptist Health Paducah has conducted its fourth Community Health Needs Assessment. Through input from groups with healthcare knowledge, surveys, and secondary research, the Community Health Needs Assessment committee has been able to find insight into the needs of the area.

The most prevalent needs identified were access to healthcare, obesity-related issues, mental health and substance abuse, and smoking with all the related health concerns.

- Access to healthcare and, specifically to affordable healthcare, was listed as a major issue in the public community survey and in secondary data. There are whole counties and partial counties that are considered Health Professional Shortage Areas.
- Thirty (30.0) percent of McCracken County residents are considered obese. The percentage ranges from a low of 27 percent in Lyon County to a high of 38 percent in Marshall County. Almost forty (40.0) percent of community survey respondents said they were overweight or obese. Obesity and the many health problems and diseases associated with it have a major impact on the community.
- The community leaders survey identified mental health as the top health issue in the area. Community members also chose mental health has the top health concern in the area with over fifty-five (55.0) percentage listing it. The COVID-19 pandemic has led to numerous mental health issues, from depression to isolation to anxiety. Over 45% of respondents listed substance abuse as a top health concern. The 2019 Kentucky State Police Annual Report ranks the service area as one of the worst for drug arrests in Kentucky. Two counties, Ballard and Lyon, are in the top 90th percentile in the state.
- Smoking (and vaping) in Kentucky continues to be one of the most pervasive and prevalent adverse health behaviors, yet there was no legislation on a statewide smoking ban in the last General Session of the Kentucky State Legislature; the policy focus has moved to community smoking bans, especially on school properties. Smoking contributes to numerous health issues and causes many unnecessary deaths in the service area each year. While adult smoking in the service area is below Kentucky's rate, it is higher than the national rate of 15.1 percent. Cancer was listed as the third highest health concern on the community leaders survey.

Baptist Health Paducah will use its resources and services to best meet the needs related to all these issues.

This assessment is provided to area leaders and the community at large on the hospital website at www.baptisthealthpaducah.com.

Framework

This is the fourth Community Health Needs Assessment conducted by Baptist Health Paducah. This document builds on the research and conclusions of the first through third assessments. The service area has been expanded from one county (McCracken) in the first assessment to seven counties (Ballard, Graves, Livingston, Lyon, Marshall, and McCracken in Kentucky and Massac in Illinois) in this document to better identify the community Baptist Health Paducah actually serves. The groups that first cooperated to discuss the health needs of the community now meet on a regular basis to gauge the effectiveness of their activities and to plan additional steps to continue improving the health status of people in the community.

Baptist Health Paducah and the other hospitals in Baptist Health use a strategic planning model as the framework to construct this report. It is similar to the method used for the hospital's strategic plan; data is gathered about the hospital and its community, areas of opportunity and need are identified, and strategies for meeting these needs are formulated. Because the focus of this report is more external, additional efforts examined factors in the community.

The hospital's service area is based on the nature of its communities (primarily rural), using the most recent patient origin data (January to December 2020), including more than 73.5 percent of its discharges in the counties chosen. Further information about this area is found in the section headed Service Area, on pages seven and eight.

The Purchase Area Health Connections Coalition now meets on a regular basis. This group comprise representatives from the Purchase District Health Department, which serves Ballard, Carlisle, Fulton, Hickman, and McCracken counties in the Purchase Area Development District; the City of Paducah; UK County Extension Offices; United Way of Paducah-McCracken County; Murray Calloway County Hospital Four Rivers Behavioral Health; Murray State University; West Kentucky Community & Technical College; KentuckyCare; Purchase Area Health Education Center; Mercy Health; and Baptist Health Paducah. Bringing these groups together may help avoid duplication of efforts in data collection and resource allocation. Through these contacts and two different surveys, one for community members and one sent to community leaders, Baptist Health Paducah collected primary data and feedback on the health issues confronting its service area.

Secondary data from demographic and socioeconomic sources, Kentucky vital statistics, disease prevalence and health indicators and statistics were collected from national, state, and local sources. This data will be shared in the next section. A list of data sources is included in Appendix A.

Finally, Baptist Health Paducah's Community Health Needs Assessment committee met to consider all the information. They discussed the data presented and created a list of the health issues identified in both primary and secondary data sources. After robust interaction, the committee prioritized the list and discussed various ways the hospital could help to meet these needs. After these were incorporated, the CHNA was approved by the hospital and System Boards.

This document is a summary of the available information collected during the fourth cycle of community health needs assessments required by the IRS. It will serve as a compliance document and as a resource until the next assessment cycle. Both the process and document serve as the foundation for prioritizing the community’s health needs and will aid in planning to meet those needs.

Profile of the Community

With a relatively short driving distance to larger cities such as Nashville, Memphis, Louisville, and St. Louis, McCracken County is the center of a labor market area spread over 2,044 square miles with a population of more than 172,800. The area’s strongest employment is in transportation, healthcare, wholesale/retail/services, and manufacturing. Local government supports strong economic development efforts.

Demographics and Socioeconomics

2019 Demographic Snapshot												
Area: BH Paducah												
Level of Geography: Primary Service Area by ZIP Code												
DEMOGRAPHIC CHARACTERISTICS												
		Selected Area		USA						2019	2024	% Change
2010 Total Population				308,745,538		Total Male Population				84,445	84,657	0.3%
2019 Total Population		172,838		329,236,175		Total Female Population				88,393	88,496	0.1%
2024 Total Population		173,153		340,950,101		Females, Child Bearing Age (14-44)				30,498	30,296	-0.7%
% Change 2019 - 2024		0.2%		3.6%								
Average Household Income		\$64,436		\$89,646								
POPULATION DISTRIBUTION												
Age Distribution						HOUSEHOLD INCOME DISTRIBUTION						
		USA 2019				Income Distribution				USA		
Age Group	2019	% of Total	2024	% of Total	% of Total	2019 Household Income	HH Count	% of Total	% of Total	% of Total		
0-13	28,510	16.5%	27,784	16.0%	18.6%	<\$15K	10,985	15.1%	10.5%			
14-20	14,307	8.3%	14,618	8.4%	3.9%	\$15-25K	9,995	13.8%	9.1%			
21-24	7,603	4.4%	8,262	4.8%	9.6%	\$25-50K	18,723	25.8%	21.5%			
25-34	19,279	11.2%	18,875	10.9%	13.5%	\$50-75K	12,156	16.7%	16.9%			
35-54	42,018	24.3%	39,486	22.8%	25.3%	\$75-100K	7,706	10.6%	12.3%			
55-64	24,881	14.4%	23,951	13.8%	12.9%	Over \$100K	13,068	18.0%	29.7%			
65+	36,240	21.0%	40,177	23.2%	16.2%							
Total	172,838	100.0%	173,153	100.0%	100.0%	Total	72,633	100.0%	100.0%			
						7706						
EDUCATION LEVEL												
Education Level Distribution						RACE/ETHNICITY						
		USA				Race/Ethnicity Distribution				USA		
2019 Adult Education Level	Pop	Age 25+	% of Total	% of Total	% of Total	Race/Ethnicity	2019 Pop	% of Total	% of Total	% of Total		
Less than High School		5,553	4.5%	5.4%	5.4%	White Non-Hispanic	152,122	88.0%	60.0%			
Some High School		11,281	9.2%	7.3%	7.3%	Black Non-Hispanic	10,117	5.9%	12.4%			
High School Degree		42,836	34.9%	27.3%	27.3%	Hispanic	5,489	3.2%	18.4%			
Some College/Assoc. Degree		41,102	33.5%	29.0%	29.0%	Asian & Pacific Is. Non-Hispanic	1,038	0.6%	5.9%			
Bachelor's Degree or Greater		21,981	17.9%	31.0%	31.0%	All Others	4,072	2.4%	3.3%			
Total		122,753	100.0%	100.0%	100.0%	Total	172,838	100.0%	100.0%			

Population growth in the service area is projected to be flat; it is growing at less than 0.04 percent per year. The 65+ age group is growing at just above 2 percent a year. The population of the area tends to be older, less affluent, and more homogenous racially and ethnically than the United States as a whole. In 2019, the unemployment rate was only 3.0% (see below).

Labor Force Characteristics													
Area: BH Paducah Service Area													
2019 ZIP Code Report													
Ranked on 2019 Total Population 16+ (Desc)													
ZIP Code	ZIP City Name	2019 Total Population 16+		Total Labor Force		Employed in Civilian Labor Force		Employed in Armed Forces		Unemployed in Labor Force		Females in Labor Force	
		Count	%Down	Count	%Across	Count	%Across	Count	%Across	Count	%Across	Count	%Across
42003	Paducah	23,452	16.7%	13,580	57.9%	12,943	55.2%	102	0.4%	535	2.3%	6,613	53.9%
42001	Paducah	23,003	16.4%	13,291	57.8%	12,816	55.7%	10	0.0%	465	2.0%	6,586	53.3%
42066	Mayfield	17,997	12.8%	10,036	55.8%	9,133	50.7%	27	0.2%	876	4.9%	4,699	50.3%
42025	Benton	15,646	11.2%	8,305	53.1%	7,770	49.7%	2	0.0%	533	3.4%	3,974	49.4%
62960	Metropolis	8,794	6.3%	4,452	50.6%	4,112	46.8%	0	0.0%	340	3.9%	2,168	46.4%
42029	Calvert City	4,936	3.5%	2,734	55.4%	2,553	51.7%	0	0.0%	181	3.7%	1,251	48.4%
42038	Eddyville	4,523	3.2%	1,816	40.2%	1,713	37.9%	0	0.0%	103	2.3%	724	38.5%
42053	Kevil	4,067	2.9%	2,342	57.6%	2,253	55.4%	3	0.1%	86	2.1%	1,119	54.7%
42086	West Paducah	3,208	2.3%	1,900	59.2%	1,848	57.6%	0	0.0%	52	1.6%	933	56.5%
42044	Gilbertsville	3,100	2.2%	1,658	53.5%	1,555	50.2%	0	0.0%	103	3.3%	792	50.7%
42051	Hickory	2,313	1.7%	1,381	59.7%	1,313	56.8%	0	0.0%	68	2.9%	634	54.1%
42055	Kuttawa	2,202	1.6%	843	38.3%	806	36.6%	0	0.0%	37	1.7%	427	37.7%
42088	Wingo	2,148	1.5%	1,142	53.2%	1,068	49.7%	0	0.0%	74	3.4%	565	51.3%
42087	Wickliffe	1,969	1.4%	1,065	54.1%	1,010	51.3%	0	0.0%	55	2.8%	497	51.5%
62910	Brookport	1,957	1.4%	1,030	52.6%	931	47.6%	0	0.0%	99	5.1%	507	49.8%
42045	Grand Rivers	1,925	1.4%	1,096	56.9%	1,064	55.3%	0	0.0%	32	1.7%	540	54.8%
42048	Hardin	1,878	1.3%	982	52.3%	933	49.7%	0	0.0%	49	2.6%	466	49.5%
42027	Boaz	1,795	1.3%	1,070	59.6%	989	55.1%	10	0.6%	71	4.0%	480	53.6%
42081	Smithland	1,726	1.2%	944	54.7%	905	52.4%	0	0.0%	39	2.3%	451	50.6%
42058	Ledbetter	1,715	1.2%	977	57.0%	948	55.3%	0	0.0%	29	1.7%	488	54.9%
42056	La Center	1,652	1.2%	911	55.1%	864	52.3%	3	0.2%	44	2.7%	441	51.5%
42082	Symsonia	1,601	1.1%	941	58.8%	871	54.4%	2	0.1%	68	4.2%	436	52.2%
42078	Salem	1,468	1.0%	687	46.8%	624	42.5%	0	0.0%	63	4.3%	270	35.9%
42039	Fancy Farm	1,376	1.0%	807	58.6%	760	55.2%	1	0.1%	46	3.3%	357	51.7%
42024	Barlow	1,129	0.8%	607	53.8%	580	51.4%	0	0.0%	27	2.4%	276	48.6%
42079	Sedalia	1,050	0.7%	675	64.3%	627	59.7%	0	0.0%	48	4.6%	337	63.7%
42040	Farmington	956	0.7%	623	65.2%	583	61.0%	2	0.2%	38	4.0%	296	60.4%
42069	Melber	922	0.7%	547	59.3%	524	56.8%	0	0.0%	23	2.5%	249	54.7%
42085	Water Valley	673	0.5%	350	52.0%	327	48.6%	0	0.0%	23	3.4%	172	50.0%
42028	Burna	446	0.3%	207	46.4%	187	41.9%	0	0.0%	20	4.5%	80	34.6%
42083	Tiline	287	0.2%	163	56.8%	158	55.1%	0	0.0%	5	1.7%	78	54.5%
42047	Hampton	219	0.2%	102	46.6%	94	42.9%	0	0.0%	8	3.7%	37	34.3%
Total		140,133	100.0%	77,264	55.1%	72,862	52.0%	162	0.1%	4,240	3.0%	36,943	

Mortality

The following table shows age-adjusted mortality rates by several leading causes of death in each county and in each state in the service area:

BH Paducah Age-Adjusted Mortality Rates									
Age Adjusted Mortality Rates 2015-2019	Ballard	Graves	Livingston	Lyon	Marshall	McCracken	Massac, IL	KY	USA
Total	937.4	945.1	968	907.9	962.5	873.9		924.7	726.3
Coronary Heart Disease	275.5	268.4	284.8	253	292.6	251		255.4	218.6
Cancer	166.4	181.8	199.8	173.1	197.1	180.4		190.9	156.4
COPD & Pneumonia	109.6	144.8	137.2	85.8	114.3	99.7		104.4	70.2
Accidents	115.2	82.8	95.6	96.1	90.7	86.9		95.7	70.2
Stroke	69.7	76.9	52.1	66.7	58.4	68.8		62.7	55.1
Mental and behavioural disorders	44.8	37.1	38.4	65	66.3	34.7		51.2	34.5
Diabetes	0	36.8	50.8	74	37.2	36.7		43.5	33.0
All Other Causes	156.2	116.5	109.3	94.2	105.9	115.7		120.8	88.2
Significantly Below KY Rates									
Significantly Above KY Rates									

Source: wonder.cdc.gov CDC Mortality Rates for 2015-2019

These rates are age-adjusted and signify the number of people who expired per 100,000 population. The numbers in green are significantly below the Kentucky or Illinois rates, while the numbers in red are significantly higher than the Kentucky or Illinois averages. These may indicate areas that are doing better (or worse) in the care of specific conditions. Thus, the overall low death rate due to cancer in the area may show that residents are seeking and receiving care quickly for cancer-related events, or they may be doing a better job of caring for themselves, thus reducing the number of cancer-related events overall.

The data in the table is based on all deaths from the counties, Kentucky, and the U.S., from 2015 through 2019. Heart disease remains the No. 1 killer in the service area; however, the Centers for Disease Control has predicted that by 2025, the age-adjusted mortality rate for cancer will exceed that for cardiac-related deaths in more than half the counties in the U.S.

Noteworthy is the number of age-adjusted deaths due to neurological events (strokes) – lower in the service area counties than the average rate in Kentucky. This is likely to be the result of education about stroke symptoms and rapid treatment, since the lifestyle choices that often lead to stroke are still prevalent in the area. The hospital actively promotes stroke outreach, education, and screenings. Baptist Health Paducah is the region’s only nationally certified stroke center, as well as the region’s only functioning primary certified stroke center. It has been recognized nationally as a Target Stroke Elite Plus Hospital, a distinguished designation that recognizes its ability to assess acute strokes very quickly and deliver clot-busting medications in an extremely timely manner. The hospital has hired a stroke coordinator. Baptist Health Paducah teaches how to recognize the symptoms of a stroke using the FAST acronym (Face, Arm, Speech, and Time) and to immediately call 9-1-1.

Cancer Incidence Rates

Cancer incidence rates are from the Kentucky Cancer Registry and cover a five-year span from 2013 to 2017. McCracken, Lyon, and Massac counties have higher than average incidence rates for breast cancer, while Ballard and Marshall counties have higher than average incidence rates for skin cancer. These are two cancer sites that can be screened easily, thus the higher rates may be a function of access. On the other hand, there may actually be higher numbers of people contracting cancer in these sites due to poor health behaviors or environmental hazards.

Age Adjusted Cancer Incidence	KY	IL	Ballard	Graves	Livingston	Lyon	Marshall	McCracken	Massac (IL)
All Cancers	519.6	466.0	489.6	490.6	506.3	489.3	508.7	494.0	479.0
Prostate	104.1	109.1	101.3	91.3	96.2	120.1	103.0	116.0	103.0
Lung	91.0	63.7	89.2	73.2	91.2	77.8	83.8	73.4	93.9
Breast	67.7	133.1	65.1	58.1	53.1	70.7	68.4	72.8	123.3
Female Genitalia	54.4	30.0	31.7	52.4	23.8	59.8	43.0	42.4	0.0
Skin	27.3	20.4	31.4	30.9	23.5	28.9	34.7	28.8	19.3
Pancreas	13.5	13.5	14.2	14.9	18.7	12.6	12.8	15.1	0.0
All Other Causes	161.6	96.2	156.7	169.8	199.8	119.4	163.0	145.5	139.5
	Significantly Below KY Rates								
	Significantly Above KY Rates								

Source: Ky Cancer Registry, cancer-rates.info/ky/2013-2017, <https://gis.cdc.gov/Cancer/USCS/DataViz.html>

Drug Arrest Rates

According to city and county law enforcement officers, 75 to 80 percent of the crime in this community is drug related. The service area has a higher rate of arrests for illegal drugs per thousand population than Kentucky as a whole. In fact, McCracken County has an arrest rate almost than 1.5 times that of Kentucky, while Ballard County is 4.4 times higher than the Kentucky rate.

Kentucky State Police Drug Arrests for 2019

COUNTY	Opium, Cocaine, Their Derivatives	Marijuana	Meth	Heroin	Other Drug, Synthetic Narcotics	Total Drug Arrests	2019 Population	Arrest Rate per 1,000
BALLARD	5	99	135	1	204	444	5,798	76.6
GRAVES	48	193	270	3	536	1,050	38,987	26.9
LIVINGSTON	6	35	72	0	101	214	9,481	22.6
LYON	12	119	108	5	210	454	7,653	59.3
MARSHALL	6	141	186	9	381	723	31,150	23.2
MCCRACKEN	53	329	557	6	802	1,747	66,511	26.3
Total	130	916	1,328	24	2,234	4,632	159,580	29.0
Kentucky	3,464	12,759	20,956	3,825	36,922	77,926	4,478,915	17.4
% of Kentucky	3.8%	7.2%	6.3%	0.6%	6.1%	5.9%	3.6%	

Source: <http://kentuckystatepolice.org/wp-content/uploads/2020/10/2019CrimeinKentucky.pdf>

The service area accounts for almost 6.0% of all drug arrests in Kentucky, but only has 3.6% of the population. Marijuana arrests occur at twice what would be expected given the size of the population.

Health Statistics and Rankings

Baptist Health Paducah collected health statistics and outcome measures from a wide variety of sources. The most recent data came from the Robert Wood Johnson County Health rankings published in late 2020. The tables on the following pages show health outcomes, health behaviors, clinical care availability, socioeconomic factors and physical environment risks for each county in the service area. The numbers highlighted in green are significantly more favorable than the Kentucky average and the ones in red significantly less favorable. The rankings are based on the 120 counties in Kentucky and the 102 counties in Illinois for Massac County. Three counties score above average in Health Outcomes, while four score below their state average with Massac County having some of the worst health outcomes in Illinois. Obesity in the area is close to the Kentucky average, but that average is very high compared to other states. The Foundation for a Healthy Kentucky's 2015 report, *Place Matters: Health Disparities in the Commonwealth*, says that while this area of the state has average obesity, it has been trending upward over the last several years.

	Kentucky	Illinois	McCracken	Marshall	Graves	Ballard	Livingston	Lyon	Massac, IL
Health Outcomes	41	30	25	22	34	31	63	10	96
Length of Life			22	50	30	28	80	18	101
Premature death	9,700	6,700	8,600	10,000	9,200	9,000	11,400	8,600	11,400
Quality of Life			38	6	44	50	30	4	77
Poor or fair health	24%	17%	21%	19%	23%	21%	21%	19%	16%
Poor physical health days	5.1	3.8	4.7	4.4	5.0	4.7	4.7	4.3	3.9
Poor mental health days	5.0	3.8	4.5	4.6	5.1	4.8	4.8	4.3	4.2
Low birthweight	9%	8%	9%	7%	7%	9%	8%	7%	8%
Health Factors			29	18	74	70	65	16	92
Health Behaviors			43	16	78	55	29	2	83
Adult smoking	25%	15%	21%	19%	22%	20%	20%	19%	16%
Adult obesity	34%	30%	30%	38%	35%	36%	32%	27%	33%
Food environment index	7.0	8.6	7.0	8.4	7.7	7.7	7.4	8.2	7.8
Physical inactivity	29%	22%	28%	28%	38%	39%	31%	31%	31%
Access to exercise opportunities	71%	91%	75%	57%	46%	48%	44%	68%	77%
Excessive drinking	17%	21%	19%	16%	15%	15%	15%	16%	18%
Alcohol-impaired driving deaths	26%	32%	15%	18%	37%	33%	38%	29%	44%
Sexually transmitted infections	433.7	589.9	536.8	280.4	352.9	335.9	248.1	173.2	474.1
Teen births	34	21	39	32	44	40	38	34	37

Although adult smoking was down more than three points in McCracken County from the last needs assessment, it is still very high compared to other counties; and smoking contributes to heart disease, cancer, respiratory ailments, and strokes. Marshall County had some of the best rankings in the area, only scoring poorly on Obesity and in the number of providers per capita. Massac, IL, improved from the worst in the state to 94 out of 102 on Health Outcomes since the last needs assessment; it continues to rank very poorly compared to other Illinois counties on Length of Life, Quality of Life, Health Factors, and Clinical Care.

	Kentucky	Illinois	McCracken	Marshall	Graves	Ballard	Livingston	Lyon	Massac, IL
Clinical Care			5	29	87	37	61	36	54
Uninsured	6%	8%	6%	6%	7%	NA	6%	6%	6%
Primary care physicians	1,520:1	1,250:1	1,050:1	2,410:1	3,090:1	2,660:1	3,090:1	2,690:1	4,780:1
Dentists	1,540:1	1,280:1	1,050:1	3,900:1	2,330:1	NA	9,240:1	4,000:1	2,820:1
Mental health providers	440:1	440:1	500:1	3,900:1	1,200:1	NA	4,620:1	4,000:1	330:1
Preventable hospital stays	5,949	5,092	4,951	4,623	9,057	NA	8,546	4,835	5,597
Mammography screening	40%	43%	48%	43%	38%	NA	42%	43%	45%
Flu vaccinations	45%	46%	51%	48%	43%	NA	40%	49%	47%
Social & Economic Factors			62	18	47	88	81	29	96
High school graduation	90%	85%	92%	96%	95%	92%	93%	98%	86%
Some college	62%	69%	66%	63%	54%	60%	42%	42%	62%
Unemployment	4.3%	4.3%	5.6%	5.3%	5.0%	6.9%	6.8%	5.1%	7.0%
Children in poverty	22%	16%	22%	18%	25%	24%	23%	20%	26%
Income inequality	5.1	5.0	5.3	4.7	5.2	5.3	4.4	4.1	4.7
Children in single-parent households	34%	32%	39%	22%	28%	39%	23%	22%	34%
Social associations	10.7	9.9	18.4	19.1	10.2	13.7	15.1	11.1	17.4
Violent crime	222	403	233	85	129	66	59	30	318
Injury deaths	93	62	92	101	87	126	95	105	93

While several of these statistics are still not at the desired level, many of them moved in the right direction since the 2018 Community Health Needs Assessment. All the Physical Environment rankings improved. The percentage of uninsured people remains very low, due to the Affordable Care Act, which dramatically improved this statistic.

	Kentucky	Illinois	McCracken	Marshall	Graves	Ballard	Livingston	Lyon	Massac, IL
Physical Environment			85	88	90	82	106	63	52
Air pollution - particulate matter	10.7	11.5	11.1	1.1	11.0	11.1	11.1	10.9	11.2
Drinking water violations	N/A	N/A	No	No	No	No	Yes	No	No
Severe housing problems	14%	17%	14%	11%	12%	10%	11%	12%	14%
Driving alone to work	82%	73%	88%	90%	89%	89%	86%	87%	85%
Long commute - driving alone	30%	41%	15%	30%	31%	34%	29%	25%	28%

Source: Robert Wood Johnson, CountyHealthRankings.org 2020 County Rankings
 Data extracted: 2/2/21

 Significantly Below KY Rate
 Significantly Above KY Rate

Primary Data

Primary data was collected from two surveys, one that was sent to community leaders and another that was available online and in hard copies at several locations. Baptist Health Paducah hosted a link to the online survey on their Web site. The survey was widely publicized.

Community Survey

A survey of area residents provided one source of primary data. Participants were asked their county of residence and other demographic information, but the survey was anonymous.

590 people took the survey from May 24, 2021 to July 12, 2021. The committee used Survey Monkey to design the survey, collect, and analyze the data. In six to eight minutes, respondents answered 19 questions related to individual health, health issues, access to healthcare services, and challenges and risk factors. (Survey, Appendix B.)

Survey Participants

County of Residence	Respondents	% of Total
Ballard	22	3.8%
Graves	53	9.2%
Livingston	26	4.5%
Marshall	65	11.3%
McCracken	314	54.6%
Massac, IL	30	5.2%
Other	65	11.3%
Total	575	100.0%

Age Range	Respondents	% of Total
Under 18	22	3.7%
Between 18 and 25 years old	61	10.4%
Between 26 and 39 years old	126	21.4%
Between 40 and 54 years old	203	34.5%
Between 55 and 64 years old	139	23.6%
Between 65 and 74 years old	35	6.0%
Older than 74 years old	2	0.3%
Total	588	100.0%

Respondents within the service area were overwhelmingly in age groups who are working age adults. Representation by county is fairly close to the percentage of the population in each county; only Lyon County was not represented.

The data revealed the following positive findings:

- More than 94 percent of respondents described their community as a good one to raise children.
- More than 90 percent of respondents said it is a good place to retire.
- More than 94 percent said their community is a good place to live.

Regarding health services, challenges and risk factors, the results:

- Almost 52 percent said they did not have access to affordable healthcare.
- Over 32 percent said they did not have access to healthcare.
- Over 50% listed Obesity as a major health issue.
- Almost 55 percent mental healthcare is a major issue.
- About 45 percent said substance abuse was a major issue.

The top four health issues in the community were mental health, jobs and income, affordable health care options, and obesity, all with more than 50% of respondents selecting them. The entire list is below:

Top Health Issues in the Community

Rank	Top Health Issues	Respondents	% of Total
1	Mental health	318	55.1%
2	Jobs and Income	317	54.9%
3	Affordable health care options	300	52.0%
4	Obesity	293	50.8%
5	Substance use	262	45.4%
6	Home insecurity/Homelessness	190	32.9%
7	Access to health care services	186	32.2%
8	Diabetes	135	23.4%
9	Recreations/Parks	132	22.9%
10	Access to food	128	22.2%
11	Transportation	118	20.5%
12	Nicotine free environment	110	19.1%
13	Teen birth rates	107	18.5%
14	Cancer	104	18.0%
15	Other	29	5.0%
Total Respondents:		577	

The top three health challenges reported by the respondents were obesity, high blood pressure, and joint/back pain. The entire list is below:

Top Health Challenges

Rank	Top Health Challenges	Respondents	% of Total
1	Overweight/Obesity	256	44.0%
2	High blood pressure	174	29.9%
3	Joint/Back pain	161	27.7%
4	I don't have any health challenges.	133	22.9%
5	Mental health	110	18.9%
6	Arthritis	106	18.2%
7	Diabetes	56	9.6%
8	Asthma	55	9.5%
9	Other (please specify)	42	7.2%
10	Nicotine/Tobacco use	41	7.0%
11	Heart disease	25	4.3%
12	Cancer	14	2.4%
13	Lung disease	10	1.7%
14	Alcohol use disorder	3	0.5%
15	Substance use disorder	0	0.0%
Total Respondents:		582	

Leader Survey

There were 316 persons who responded to the community leader survey. This survey was distributed to leaders in government, business, education, churches and other faith-based organizations, and healthcare. A copy of the survey instrument is in Appendix C.

Leaders' Organization Types

	Respondents	% of Total
Behavioral health provider	10	3.2%
Business/Insurance/Media	25	7.9%
Faith based	7	2.2%
Government	15	4.7%
Health care provider	31	9.8%
Health department	14	4.4%
Hospital	26	8.2%
Non-profit	28	8.9%
School	16	5.1%
University/College	137	43.4%
Other	7	2.2%
TOTAL	316	

Respondents were asked what the three most important factors that help create a healthy community. Access to healthcare, good job and economy, and healthy behaviors and lifestyles were at the top of the list.

Three Most Important Factors for a Healthy Community

Rank		Respondents	% of Total
1	Access to health care (e.g., family doctor)	222	70.3%
2	Good jobs and healthy economy	186	58.9%
3	Healthy behaviors and lifestyles	125	39.6%
4	Affordable housing	73	23.1%
5	Low crime / safe neighborhoods	57	18.0%
6	Good schools	51	16.1%
7	Religious or spiritual values	45	14.2%
8	Clean environment	40	12.7%
9	Strong family life	39	12.3%
10	Good place to raise children	29	9.2%
11	Parks and recreation	28	8.9%
12	Excellent race/ethnic relations	17	5.4%
13	Emergency preparedness	11	3.5%
14	Low adult disease rates (Example: Chronic/Infectious)	11	3.5%
15	Other	9	2.8%
16	Arts and cultural events	7	2.2%
17	Low level of child abuse	6	1.9%
18	Low adult death rates	1	0.3%
19	Low infant deaths	1	0.3%
Total Respondents:		316	

The group also identified the three most important health problems. They were mental health, obesity, and cancers. Heart disease and substance abuse tied at the fourth and fifth positions.

Three Most Important Health Problems

Rank		Respondents	% of Total
1	Mental health	173	54.7%
2	Obesity	145	45.9%
3	Cancers	119	37.7%
4	Heart disease and stroke	102	32.3%
5	Substance use disorder	102	32.3%
6	Diabetes	72	22.8%

7	Child abuse/neglect	46	14.6%
8	Aging problems (Ex: hearing/vision loss, etc.)	34	10.8%
9	Covid-19	31	9.8%
10	High blood pressure	30	9.5%
11	Domestic Violence	18	5.7%
12	Suicide	17	5.4%
13	Infectious diseases	16	5.1%
14	Dental problems	12	3.8%
15	Firearm-related injuries	10	3.2%
16	Overdose	9	2.8%
17	Other	8	2.5%
18	Respiratory / lung disease	7	2.2%
19	Homicide	4	1.3%
20	Sexually transmitted diseases	3	0.9%
21	Motor vehicle crash injuries	2	0.6%
22	HIV / AIDS	1	0.3%
23	Infant death	1	0.3%
24	Teenage pregnancy	1	0.3%
Total Respondents:		316	100.0%

The group was asked what the three most risky health behaviors they saw in the area. They chose being overweight, poor eating habits, and use of illicit substances as their top three. The fourth, fifth, and sixth items mirror the top three.

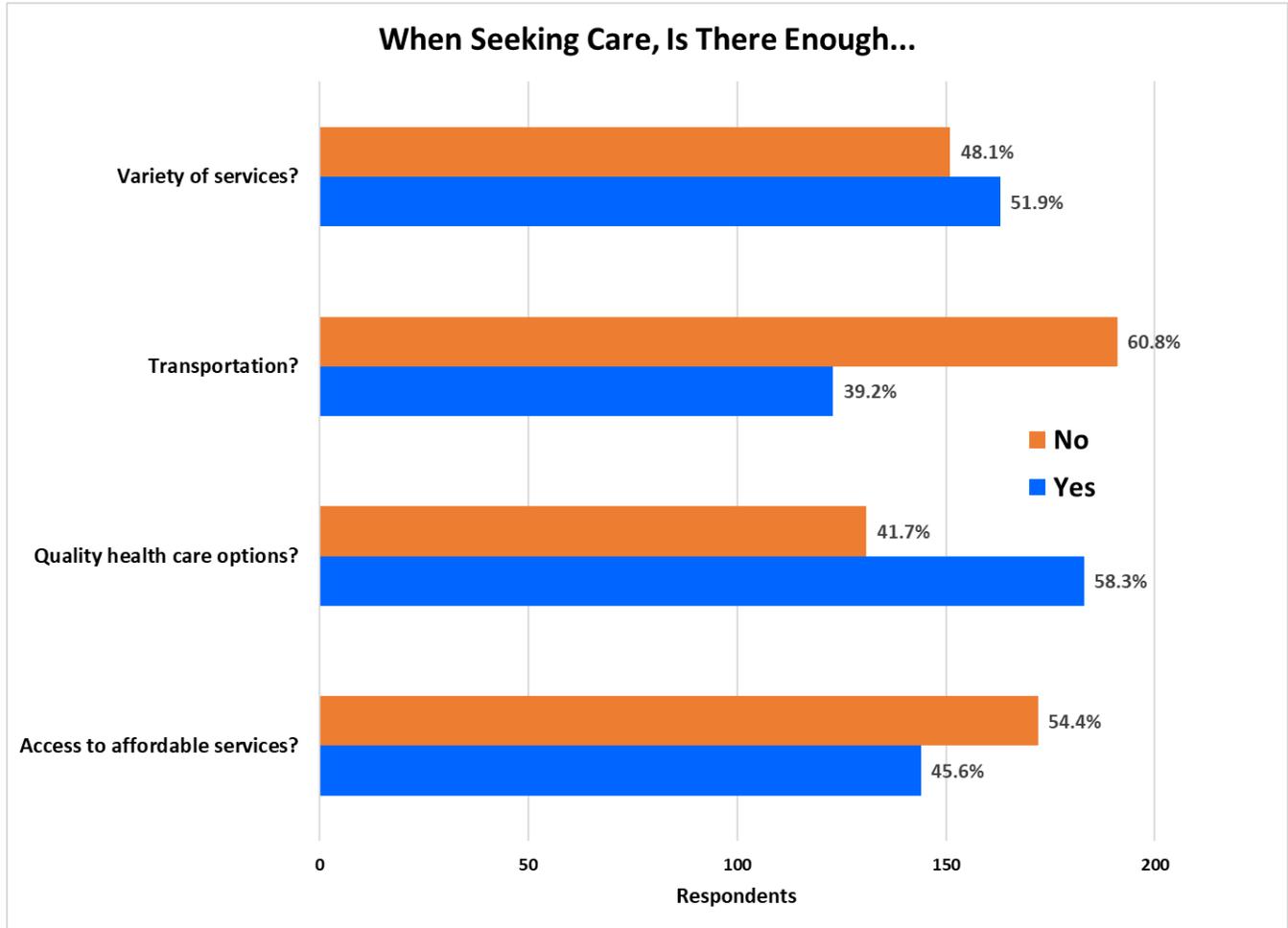
Three Most Risky Health Behaviors

Rank		Respondents	% of Total
1	Being overweight	182	57.6%
2	Poor eating habits	165	52.2%
3	Illicit substance use (Opioids/Meth/Marijuana)	146	46.2%
4	Lack of exercise	143	45.3%
5	Alcohol use	114	36.1%
6	Nicotine use (tobacco, electronic nicotine delivery devices)	93	29.4%
7	Unsafe sex	29	9.2%
8	Unsecured firearms	26	8.2%
9	Dropping out of school	24	7.6%
10	Other	13	4.1%
11	Not using seat belts / child safety seats	9	2.8%
Total Respondents:		316	100.0%

When asked to rate the overall health of the community, the leaders thought the community

deserved an average rating of three (3.0) out of five.

The leaders were asked when seeking healthcare in the community if there was sufficient variety, transportation, quality options, and affordable services. The group was mostly split, although most thought was were not enough transportation options or affordable services.



Finally, the leaders were asked what the major issues the community needs to address. There was one item that is not directly tied to health (jobs and income), but five of the top six were mental health, affordable healthcare options, substance use disorders, obesity, and access to healthcare.

Major Issues the Community Needs to Address

Rank		Respondents	% of Total
1	Mental health	230	73.5%
2	Affordable health care options	173	55.3%
3	Jobs and Income	165	52.7%



4	Substance use disorder	163	52.1%
5	Obesity	146	46.6%
6	Access to health care services	118	37.7%
7	Home insecurity/homelessness	104	33.2%
8	Transportation	102	32.6%
9	Access to food	81	25.9%
10	Diabetes	73	23.3%
11	Cancer	57	18.2%
12	Nicotine free environment	54	17.3%
13	Teen birth rates	25	8.0%
14	Other	13	4.2%
Total Respondents: 313		313	

Community Healthcare Resources

There are numerous healthcare resources in Baptist Health Paducah’s service area, but they are not distributed evenly. Baptist Health’s Planning department catalogued the various types and locations of these resources:

Hospital-specific resources

There are a number of hospitals in and near the service area. A list of these facilities is shown in Appendix D. All hospital discharges of service area residents by service line are shown in Appendix E. More than 14 percent of all discharges for the most recent year can be attributed to Cardiovascular Medicine and Cardiovascular & Thoracic Surgery. More people per capita use inpatient services than in Kentucky as a whole; there are 114.7 discharges per thousand population in the service area compared to 106.8 in Kentucky. In the U.S. in 2017, utilization averaged 104.9 discharges per thousand. High inpatient utilization in the region and in Kentucky is likely caused by poor lifestyle choices.

Because of COVID-19 and the KY Governor’s executive order restricting non-emergent admissions to hospitals in April and May of 2020, overall admissions and patient days were significantly lower for all Kentucky hospitals during 2020. Volumes in 2021 seem to be rebounding to pre-COVID-19 levels.

Hospital	Type	Licensed Beds	Location
Baptist Health Paducah	ACUTE	349	McCracken
ContinueCare Hospital	LTACH	36	McCracken
Lourdes Hospital	ACUTE	359	McCracken
Murray Calloway County Hospital	ACUTE	152	Calloway
Jackson Purchase Medical Center	ACUTE	107	Graves
Crittenden Health System	ACUTE	48	Crittenden
Caldwell Medical Center	CAH	25	Caldwell
Livingston Hosp. & Healthcare Svcs. Inc.	CAH	25	Livingston
Marshall County Hospital	CAH	25	Marshall

Source: Kentucky Office of the Inspector General, Hospital Directory, as of 2/9/21

ContinueCare Hospital leases 36 beds from Baptist Health Paducah

Other Licensed Facilities

According to the Kentucky Office of the Inspector General, there are 29 licensed facilities other than hospitals in Graves, Lyon, Marshall, and McCracken counties. This includes three adult day health centers, four ambulatory surgery centers, a community mental health center, four end stage renal disease facilities (dialysis centers), four home health agencies, hospice services, two mental retardation and developmental disabilities group homes, one pediatric extended care facility, six private duty nursing firms, a psychiatric residential treatment facility, and a residential crisis stabilization unit. The number of licensed facilities declined because many services were removed from the Certificate of Need program in 2019 and no longer required licenses.

Health Departments

There are four separate health departments located in Baptist Health Paducah's CHNA service area: Purchase District Health Department, which serves McCracken, Ballard and Carlisle counties; Graves County Health Department; Marshall County Health Department; and Pennyrile Health Department, which serves Livingston County. The Purchase Health Department was a member of the Purchase District Health Connections Coalition. These departments provide environmental, preventive, curative, and health maintenance services to area citizens by direct healthcare, health education, counseling, and enforcement of laws that protect health and the environment.

Physicians

Despite recruiting efforts, primary care physicians remain in short supply in the service area. Baptist Health Paducah and Baptist Health Medical Group remain committed to bringing more primary care providers to the market.

Despite the number of physicians and medical facilities in the service area, there are still underserved areas. There are partial and full Health Professional Shortage Areas (HPSA) in the service area. Specialty physicians are less of a need in the service area, but specific specialties are still being recruited.

Committee Discussion

The Community Health Needs Assessment committee met on several occasions throughout the process, both in person and via telephone conferencing. The committee reviewed primary and secondary data. Committee members expressed their thoughts about several health concerns where Baptist Health Paducah should concentrate its resources over the next three years. Finally, team members collaborated to produce this report.

After studying the primary and secondary data, the committee discussed the issues. It became clear the main issues were access to care, obesity and related health concerns, mental health and substance abuse, and smoking and related health issues. They prioritized these issues based on their severity and on the ability of Baptist Health Paducah and its partners to help improve them.

Prioritized Health Issues

The committee's purpose was to identify health challenges and risk factors that can be modified or prevented to improve the health of our community.

The committee identified and prioritized community needs for the service area that Baptist Health Paducah can address and affect by implementing programs, education and preventive screenings. Baptist Health Paducah will not be able to address all of the identified needs of the community and will rely on other resources better positioned to address specific needs.

These are the priority issues, in descending order:

1. **Access to health care** – To ensure service area residents have appropriate access to health care services through primary care and specialist physician planning and office locations; nurse recruitment; ambulatory care facilities; new services; school clinics, the hospital's call center; and education and healthcare screenings.

The ability of individuals in a community to access healthcare resources to preserve or improve health is essential. Access to healthcare has an impact on:

- Overall health status
- Prevention of disease
- Quality of life
- Life expectancy

Baptist Health Paducah constantly evaluates physician manpower in its market. The hospital and its medical group also conduct succession planning to determine if physicians intend to reduce their practices or retire. Using physician to population ratios and inventories of physicians in the area, shortages or surpluses are determined. These deliberations guide Baptist Health Paducah to recruit and/or employ providers in its market.

By improving access to care, whether through increased locations, reduced cost options, expanded hours of operation, new services or innovative programs, the overall health of the community should improve. Access to care includes all potential barriers to receiving necessary healthcare services. These include financial issues, lack of knowledge, transportation difficulties, physician shortages in some areas, service distribution and scheduling issues (e.g., when physician office hours conflict with work schedules). Baptist Health Paducah has the potential to affect all these areas.

Baptist Health Paducah has also participated in early pipeline development for students to become interested in health careers:

- The hospital hosts health occupation classes for students from several area high schools

through Paducah Area Technical Center; these students can become certified nurses' aides and explore other health careers upon graduation.

- Baptist Health Paducah sponsors the Health Care Explorers Post 2501 serving high school students from many different schools in the region. The Explorers are introduced to health careers during each of the six monthly meetings during the school year. West Kentucky Community and Technical Program and the Purchase Area Health Education Center work collaboratively with the hospital to make this Explorer program a success.
- The hospital sponsors a summer pre-Med Academy for college students interested in becoming physicians. They can observe physicians in the health system and attend presentations by physicians on how to apply to medical school. The academy is partially funded through a gift from the Purchase Area Health Education Center.

Baptist Health Paducah and Four Rivers Behavioral Health collaborate to provide school clinics. The school clinics provide primary care and mental health care for students, faculty, staff, parents, and siblings of pupils. The clinics ensure delivery of care on many levels to reduce the spread of disease and to promote the mental health of persons challenged with difficult circumstances.

2. **Obesity prevention and illnesses related to obesity** – To increase the awareness of obesity as a health threat to service area residents and to encourage healthier living through diet, exercise and other means.

This was an identified need in the 2012, 2015, and 2018 Community Health Needs Assessments and remains at the top of the list. Despite efforts by the hospital and the other members of the Purchase Area Health Connections Coalition, obesity remains a pervasive issue.

The hospital is providing additional support to meet this need through its bariatric surgery and metabolic disease management program, Project Fit America and GoNoodle fitness programs in area schools, and internal programs to improve employees' health. The hospital has partnered with United Way of Paducah-McCracken County, the Purchase District Health Department, the Paducah Park Services Department and Mercy Health to develop the Pat & Jim Brockenborough Rotary Health Park and to implement the CATCH (Coordinated Approach to Child Health) program in Paducah schools with an Investing in Kentucky Futures grant from the Foundation for a Healthy Kentucky.

Obesity can cause serious health problems, including:

- Type 2 diabetes
- Heart disease
- High cholesterol
- High blood pressure
- Several forms of cancer

- Asthma
- Osteoarthritis

Failing to diminish obesity in the community will lead to higher mortality rates, increased healthcare costs and decreased quality of life for residents.

The primary survey data showed 50.8 percent of respondents believe that obesity is one of the top health concern in the area. It was listed as the number one health challenge faced by the community with over 44% of respondents choosing it. The secondary data showed similar percentages for lack of exercise (25 to 32 percent) and obesity at much higher levels (30 to 38 percent). Only Lyon County had an obesity percentage below 30%.

3. **Mental Health and Substance Abuse prevention and treatment** – Baptist Health Paducah does not have a behavioral health program either on an inpatient or outpatient basis; however, this is one of the top issues identified by the Committee and the hospital along with community partners needs to address it.

Mental Health was the top health issue on both the public survey and the community leader survey. Substance abuse was the third highest risky health behavior on the community leader survey, following being overweight and poor eating habits.

Four Rivers Behavioral Health is a private, not-for-profit agency providing comprehensive, integrated mental health, substance abuse and developmental disability services to promote the health and quality of life for consumers in Ballard, Calloway, Carlisle, Fulton, Graves, Hickman, Livingston, Marshall and McCracken counties. Any individual in need is eligible to receive services without regard to race, religion, disability, national origin or gender. It has locations in McCracken, Marshall and Graves counties in the service area, as well as one in Calloway County. Four Rivers provides a full range of substance abuse services for all ages, with intensive outpatient care, family therapy, residential continuing care and chemical dependency education and intervention.

The use of illicit drugs or the abuse of prescription or over-the-counter medications for purposes other than those for which they are indicated, or in a manner or in quantities other than directed, is a growing problem in the service area. Substance abuse includes alcohol abuse and drug abuse. Baptist Health Paducah has had to increase the number of neonatal intensive care beds and to increase the severity of cases they can treat in this unit in large part because of the increase in neonatal abstinence syndrome, where infants withdraw from certain drugs they are exposed to in the womb before birth.

In spite of not having the resources other agencies have to address substance abuse directly, Baptist Health Paducah works to meet the needs in ways that support the effort. The annual Addiction Symposium focuses on training of clinicians on the issues surrounding addiction and care. The educational program has been a catalyst to educate the region of the circumstances of addiction and the care available for those suffering from this disease. The hospital has also sponsored a high level

training for physicians and other prescribers of opiates to assist in opiate stewardship. Experts have been brought in to address questions and prescribing practices to assist these clinicians in caring for their patients.

- 4. Smoking & Lung Disease** – To reduce the number of smokers in the service area. This will ultimately reduce the incidence of heart disease, cancer, respiratory illnesses and stroke. Baptist Health Paducah supports a statewide smoking ban in public places as well as local bans until a wider ranging prohibition can be created.

This was an identified need in previous Community Health Needs Assessments and remains the fourth priority. Smoking was down significantly from 2015 to 2018, with gains in every county except Graves, some as much as 8 to 10 percent. The numbers did not drop as much between 2018 and 2021. Therefore, this is still an issue because Kentucky and, by extension, the counties in the service area have very high adult smoking rates. Kentucky has still not enacted a statewide smoking ban, but many local communities have done so, including McCracken County. The City of Paducah enacted a tougher smoking ban ordinance in April 2018 with the assistance of the McCracken County ASAP, of which the hospital is a member. The commonwealth did pass a fifty-cents per-pack tax on cigarettes this past legislative session that went into effect July 1, 2018; while this is still a low tax compared to other states, it is a move in the right direction and should cause many smokers to quit or reduce the amount they smoke. Vaping was addressed to some extent, by raising the taxes on vaping products in 2020, but not enough to really affect the situation.

Baptist Health Paducah offers low-dose CT scans to detect lung cancer earlier in non-symptomatic patients to improve survivability of the disease. Anyone over 55, with a smoking history in the last 15 years, and who has smoked at least 30 packs per year is eligible for these scans.

The Respiratory Care Department has hired a Lung Navigator to address health issues with patients who smoke or have a history of smoking to provide early screening and detection of lung diseases. The program will augment the ability of the hospital to screen these patients earlier to treat the disease when interventions may be most efficacious.

Smoking has been known for years to cause a wide variety of diseases and death. Overall mortality among both male and female smokers in the U.S. is about three times higher than that among similar people who never smoked. Kentucky has the highest current cigarette usage among adults in the U.S. It ranks 50th in lung cancer deaths, 43rd in heart disease deaths and 43rd in life expectancy, all partially attributable to the high percentage of smokers. The CDC ranks Kentucky as having the worst smoking-attributable adult mortality and the second highest percentage of 12-17 year-old smokers in the U.S. Smoking alone kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. For every person in Kentucky who dies from smoking, approximately 20 more are suffering from serious smoking-caused disease and disability, or other tobacco-caused health problems. Yet, Kentucky only spends 4.6 percent of the CDC recommendation on a tobacco control program.

On the other hand, quitting smoking reduces the risk for a heart attack after just one year; stroke risk can fall to about the same as a nonsmoker's after two to five years; risks for cancer of the mouth, throat, esophagus and bladder are cut in half after five years; and the risk for dying of lung cancer drops by half after 10 years. Although tobacco use has been declining across all demographics, it is still a major health issue, especially in Kentucky, a leading tobacco-producing state. Survey data showed that tobacco use was the sixth-ranked health risk identified by respondents as affecting the community (29.4 percent).

Reducing the number of smokers will also reduce second-hand smoke, which has been shown to cause smoking-related illnesses in people who do not smoke.

Baptist Health Paducah also has a smoking cessation program called Beat the Pack. It is a five-week smoking cessation program with peer support, information for self-help support, and medication therapy education provided by a pharmacist. Baptist Health Paducah provides this program free to anyone who enrolls.

Strategic Implementation Plan

Baptist Health Paducah will develop its implementation strategy over the next several months. This document will be published and made available in the same manner as this Community Health Needs Assessment.

The committee reviewed the 2019-2021 Strategic Implementation Plan. It found many of goals and activities had been achieved. Those that are in areas covered by this plan will be continued and monitored.

The strategic implementation plan is outlined by each prioritized health need, with a goal(s) for each need, and specific strategies to meet those goals.

Access to Healthcare

Identified Health Need: Access to Healthcare				
Goal 1: Ensure residents have access to primary care, specialty services, and ambulatory care locations.				
Strategy	Action Plan	Evaluation Plan	Internal Resource(s)	External Partner(s)
1.1 KYCare FQHC	Support KYCare's mission to serve the uninsured, underinsured, or at risk persons.	Track the number of unassigned patients referred to KYCare.	Case Management	KYCare
1.2 Primary Care Strategic Plan	Develop strategic plan for primary care in Paducah and the surrounding counties.	Monitor the number of primary care providers.	Baptist Health Medical Group	Purchase AHEC
1.3 Congregational Network for Healthcare Program	Engage community faith communities to promote health.	Track the number of faith community members signed up for the program.	Baptist Health Paducah Chaplaincy	Faith Community
1.4 Hospital Retail Pharmacy	Maintain retail pharmacy to improve access to medications post-discharge.	Track the number of unassigned patients referred to KYCare.	Baptist Health Paducah Pharmacy	(none)

Goal 2: Utilize hospital's call center to promote education and health screenings.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
2.1 Continuing Education & Screenings	Utilize Call Center's reach to promote clinical continuing education, childbirth fair, and screenings for members of the public.	Track the number of continuing education programs and the number of screenings.	Baptist Health Paducah Education	Purchase Area Diabetes Connection, Purchase Area Health Connections, Healthy Paducah, Kentucky Cancer Program
2.2 Project Echo	Link expert specialist teams at academic hubs with primary care clinicians in Paducah.	Track the number of teleconferences.	Baptist Health Medical Group, Baptist Health Paducah Education	Academic medical institutions
Goal 3: Improve care access through use of patient navigators.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
3.1 Patient Navigators	Provide navigators in the following areas: breast cancer, genetics, lung cancer, Motherhood Connection, heart failure, stroke, and maternity.	Track the number of individuals aided.	Baptist Health Paducah's Emergency Department, Diagnostic Imaging, Oncology, Maternal/Child, Cardiology	West Kentucky Community and Technical College
3.2 Baptist Healthline	Offer 24/7 Nursing Line.	Track the number of individuals aided.	Baptist Health Paducah Call Center	(none)
3.3 Your Fight Fund	Identify and remove barriers for the care of patients with cancer, implementing services to address needs.	Track the number of individuals helped.	Baptist Health Paducah Oncology	Texas Roadhouse
3.4 Community Health Worker Program	Support the CHW Program to improve transition to home for at risk patients discharged from the hospital	Number of CHW referrals	Baptist Health Paducah Case Management	Purchase District Health Department, Purchase Area Health Connections

Goal 4: Improve understanding of community health needs.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
4.1 Coalitions	Participate in local, regional, state, and national health coalitions.	Track the number of meetings per year.	Baptist Health Paducah leadership and patient navigators	Healthy Paducah, Get Fit Graves, Marshall County Health Coalitions, Purchase Area Health Connections, Kentucky Rural Health Association, County Health Rankings and Roadmaps
Goal 5: Promote healthcare worker pipeline development.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
5.1 Health Care Explorers Post 2501	Sponsor Health Care Explorer Post of high school students grades 9, 10, 11, 12 with schools in the county, including students who are home school students.	Track the number of Explorer Post members.	Baptist Health Paducah leadership and patient navigators	Purchase AHEC, Baptist Health Medical Group, Murray State University, West Kentucky Community and Technical College, Paducah Tilghman High School, McCracken County High School, HOSA
5.2 Host Students	Sponsor educational space and resources for Paducah Tilghman High School's Health Occupations Class.	Track the number of students.	Baptist Health Paducah leadership and patient navigators	Paducah Tilghman High School
5.3 Health Career Internships	Support clinical affiliations with educational institutions for clinical rotations (nursing, respiratory care, physical therapy, occupational therapy, speech-language pathology, public health, and other areas).	Track the number of students.	Baptist Health Paducah Leadership and Clinical Educators	Local, regional, state, and national education institutions

5.4 Advisory Board Membership	Support Baptist Health Paducah leaders sitting on advisory boards of educational and pipeline institutions.	Track the number of advisory boards represented.	Baptist Health Paducah Leadership	Area Health Education Center, West Kentucky Community and Technical College, Chamber of Commerce, Murray State University, University of Evansville, University of Kentucky, Western Kentucky University
5.5 Pipeline Programs	Sponsor and support programs in the summer and throughout the year of pre-professional programs and pre-health career programs: PreMed Academy, Purchase AHEC Health Career Academy, and HRSA AHEC Rural Health Scholars.	Track the number of students.	Baptist Health Leadership	Area Health Education Center, Baptist Health Medical Group, University of Kentucky College of Medicine Pipeline Programs, Chamber of Commerce

Obesity Prevention and Illnesses Related to Obesity

Identified Health Need: Obesity and Associated Diseases				
Goal 1: Increase awareness of obesity as a health threat to service area residents.				
Strategy	Action Plan	Evaluation Plan	Internal Resource(s)	External Partner(s)
1.1 Baptist Health Medical Group Bariatric & General Surgery	Bariatric Program Implementation to provide options for persons desiring to lose weight and become healthy.	Perform at least 50 bariatric surgeries per year.	Baptist Health Medical Group Bariatric & General Surgery	Walk from Obesity, Heart Walk, Relay for Life, Kindness Walk

1.2 Local Health Fairs	Participate in annual health fairs in the community to calculate height, weight, and BMI while instructing the community members on healthy lifestyles and options for services both medically and with support groups. These programs are focused on the schools and work places to reach children and adults.	Participate in at least ten health fairs and community presentations.	Baptist Health Medical Group Bariatric & General Surgery	Healthy Paducah, Purchase Area Diabetes Connection, Purchase Area Health Connection
1.3 Support Groups	Participate in monthly community support groups for medical weight loss and bariatric surgical weight loss.	Participate in monthly community support groups for medical weight loss and bariatric surgical weight loss.	Baptist Health Medical Group Bariatric & General Surgery	(none)
1.4 Web Page	Maintain BaptistHealthWeightLoss.com web site for public information.	Monitor monthly hits to web site.	Baptist Health Marketing	(none)
1.5 Public Events	Hold Obesity Summits and other public events with the Health Department and other organizations, such as the Walk from Obesity, Heart Walk, Relay for Life, and the Kindness Walk.	Number of programs	Baptist Health Medical Group Bariatric & General Surgery, Baptist Health Oncology, Baptist Health Cardiology, Baptist Health Medical Group	Walk from Obesity, Heart Walk, Relay for Life, Kindness Walk
1.6 Chamber Leadership Program Education	Work with Chamber of Commerce's Leadership Paducah and Youth Lead annually to present healthier lifestyles who then take this back to their workplaces and families.	Paducah Area Chamber of Commerce to give feedback on the presentations.	Baptist Health Paducah and Baptist Health Medical Group	Chamber of Commerce's Leadership Paducah, Youth Lead

1.7 Media Messages	Present health education programs on healthy lifestyles.	Track the number of broadcast messages.	Baptist Health Marketing, Baptist Health Medical Group	NBC affiliate, radio, newsprint, and other media outlets for mass educational public service presentations.
Goal 2: Encourage healthier living through diet, exercise, and other means.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
2.1 Food Drive	Participate in annual food drive to feed underserved and at risk populations in the region.	Track the number of pounds of food donated.	Baptist Health Paducah departments and Baptist Health Medical Group practices	Paducah Power, City of Paducah
2.2 Spokes for Strokes	Sponsor and promote annual bicycling event to raise money for stroke research.	Track the number of riders participating in event.	Baptist Health Paducah departments and Baptist Health Medical Group practices	BikeWorld of Paducah
2.3 Pat & Jim Brockenborough Rotary Health Park	Promote physical activity and utilization of health park.	Track for park use.	Baptist Health Paducah departments and Baptist Health Medical Group practices	City of Paducah
2.4 Exercise education	Offer exercise education and in-services for persons dealing with cancer.	Track the number of participants receiving education.	Baptist Health Paducah Rehabilitation Services	Kentucky Cancer Society

Mental Health and Substance Abuse

Identified Health Need: Mental Health and Substance Abuse				
Goal 1: Support regional education for improved mental health and reduction of substance abuse.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
1.1 Addiction Symposium	Sponsor educational program for clinicians and providers.	Track the number of attendees.	Baptist Health Paducah Education, Baptist Health Medical Group	McCracken County ASAP
Goal 2: Participate in Agency for Substance Abuse Policy (ASAP) Coalitions.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
2.1 County ASAP Coalitions	Engage McCracken County ASAP and Marshall County ASAP.	Track the number of meetings attended.	Baptist Health Paducah Leadership	Regional ASAP coalitions
Goal 3: Support Grants for Addressing Substance Use Disorders				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
3.1 HRSA and Department of Justice Grants	Partner with and support grants from HRSA and the Department of Justice to address substance use disorder prevention, identification, treatment, and recovery.	Track the amount of grant monies committed to the region.	Baptist Health Paducah Leadership	Purchase Area Health Connections, KentuckyCare

Smoking and Lung Disease

Identified Health Need: Smoking and Lung Disease				
Goal 1: Reduce number of smokers in service area.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
1.1 Smoking Cessation	Provide and support smoking cessation classes and information on healthy alternatives to smoking.	Track for a reduction in the number of smokers and number of women who smoke during pregnancy.	Baptist Health Paducah Oncology, Respiratory Care, Education, Lung Navigator	Kentucky Cancer Society, West Kentucky Community and Technical College

1.2 Health Coalitions	Participate in local, regional, state, national health coalitions, and educational opportunities such as health fairs.	Track the number of meetings per year.	Baptist Health Paducah Leadership and Navigators	Healthy Paducah, Get Fit Graves, Marshall County Health Coalitions, Agencies for Substance Abuse Policy, Purchase Area Health Connections, Kentucky Rural Health Association, County Health Rankings and Roadmaps, Purchase Area Health Expo (each fall)
Goal 2: Reduce the incidence of heart disease, cancer, respiratory illness, and stroke.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
2.1 Community Education	Promote public education on the risks leading to heart disease, cancer, respiratory illnesses, and stroke with programs and opportunities to teach strategies to promote health.	Use data from County Health Rankings and Roadmaps, UK CEDIK data, and the Kentucky Department of Public Health.	Baptist Health Paducah Leadership, Care Navigators	UK CEDIK, County Health Rankings and Roadmaps, local, regional, state, and national coalitions
2.2 Genetic Screening	Provide genetic screening for hereditary cancer.	Track the number of patients screened.	Baptist Health System	Ambry Genetics
2.3 Lung Screens and Education	Provide low dose CT Screenings and education to persons 55 and older who have smoked in the last 15 years or who are still smoking to detect lung cancer before it advances to later stages.	Track the number of patients screened.	Baptist Health Paducah Diagnostic Imaging, Oncology, Lung Navigator	Kentucky Cancer Program

Goal 3: Support local, county, and state-wide tobacco use bans.				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
3.1 Ordinances and Legislation	Support and advocate for legislative change to reduce the use of tobacco in public places; advocate for a county-wide tobacco use ban in all public places.	Track for adoption of legislation and ordinances banning tobacco use in public places.	Baptist Health, Baptist Health Paducah Leadership	Foundation for a Healthy Kentucky, Smoke Free Kentucky
3.2 Advocacy	Participate in the American Cancer Society Cancer Action Network (ACSCAN) Lobby Day in Frankfort, supporting evidence based policy and legislative solutions designed to eliminate cancer as a major health problem.	Track for legislative changes.	Baptist Health Paducah Leadership	American Cancer Society
Goal 4: Provide patient education tools on the benefits of screening for lung cancer to providers				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
4.1 Patient Education Tool	Develop Lung Nodule educational tool, in association with West Kentucky Community and Technical College, to distribute to provider offices for patient education in our primary and secondary markets.	Track the number of providers who have received the educational tool.	Baptist Health, Baptist Health Paducah, Baptist Health Medical Group, Baptist Health Foundation	West Kentucky Community and Technical College

Communications Plan

Results from the 2022-2024 Community Health Needs Assessment will be communicated in the following methods:

- Posting the written report of the assessment on the hospital’s website.
- Posting on the website of another local organization with a link to Baptist Health Paducah’s assessment.
- Providing the website address where the document can be accessed through media communications.

This 2022-2024 Community Health Needs Assessment will remain available at least until a subsequent assessment is made available. These results will be incorporated into Baptist Healthcare System's annual IRS tax form 990 submission.

Conclusions

This 2022-2024 Community Health Needs Assessment will serve as a focal point for the efforts of Baptist Health Paducah to improve the health in its community. The list of needs was developed using a variety of sources, including primary survey data, secondary data gathered from multiple sources, and input from healthcare and other professionals in the area.

The committee determined the four areas that show the greatest need are:

1. Access to healthcare
2. Obesity prevention and illnesses related to obesity
3. Mental health and substance abuse
4. Smoking and related diseases

Baptist Health Paducah will continue to provide the highest quality care and commitment to improve the health of the community it serves.

Appendix A – Data Sources

Behavioral Risk Factor Surveillance System Data, 2019. www.cdc.gov/brfss

CEDIK – Community & Economic Development Initiative of Kentucky.
<http://www2.ca.uky.edu/CEDIK/CountyDataProfiles>

Dartmouth Institute for Health Policy and Clinical Practice, 2017. <http://www.dartmouthatlas.org/>

Foundation for a Healthy Kentucky, 2021.
<https://www.healthy-ky.org/>

Kentucky Health Facts, 2021. <http://www.kentuckyhealthfacts.org/>

Kentucky Hospital Association, *InfoSuite* data, Calendar Year 2020. <http://www.kyha.com/>

Kentucky Office of the Inspector General. <https://chfs.ky.gov/agencies/os/oig/dhc/Pages/default.aspx>

Kentucky State Data Center, Vital Statistics, 2012-2016. <http://ksdc.louisville.edu/>

Kentucky State Police *Annual Crime Report, 2019*. www.kentuckystatepolice.org

National Center for Health Statistics, *Death: Leading Causes for 2017*,. www.cdc.gov/nchs

Robert Wood Johnson Foundation and University of Wisconsin, Population Health Institute, County Health Rankings and Roadmap, 2020 data released February 2021. www.countyhealthrankings.org

Coalition for Smoke-free Tomorrow, 2021. <https://www.smokefreetomorrow.org/>

U.S. Department of Health and Human Services, Health Resources and Services Administration.
<http://datawarehouse.hrsa.gov>

Appendix B – 2021 Baptist Health Paducah Public Survey Instrument

BH Paducah 2021 Community Health Needs Assessment Public Survey

Baptist Health Paducah is conducting a Community Health Needs Assessment. This survey will help determine what needs are addressed over the next three years. This survey should take less than 6 minutes to complete. It is completely anonymous.

Q1 How old are you?

- Under 18
- Between 18 and 25 years old
- Between 26 and 39 years old
- Between 40 and 54 years old
- Between 55 and 64 years old
- Between 65 and 74 years old
- Older than 74 years old

Q2 Identify your gender:

- Male
- Female

Q3 Identify your race. (Check all that apply)

- American Indian or Asian
- Black/African American
- Hispanic/Latinx
- White
- Other (please specify)

Q4 If you have insurance, what is your status?

- Medicaid
- Medicare
- Parent's insurance
- Private insurance

- Spouse's insurance
- Through employer
- Veteran's Health Care
- I do not have insurance.
- Other (please specify)

Q5 What county do you live in?

- Ballard
- Calloway
- Carlisle
- Fulton
- Graves
- Hickman
- Livingston
- Marshall
- McCracken
- Pope, IL
- Massac, IL

Q6 Identify your primary transportation:

- Friend/Family member
- Personal vehicle
- Walk
- Bicycle
- Public (Example: Bus)
- Cab/Lyft/Similar

Q7 What risk factors affect your personal health? (Check all that apply)

- Alcohol use
- Tobacco/Nicotine use (Example: Cigarettes/Vaping)
- Illicit substance use (Example: Opioids/Marijuana/Meth)
- Physical inactivity
- Unhealthy diet
- Food Insecurity/Hunger
- Abandoned/Neglected as a child
- Isolation/Loneliness
- Physical abuse
- Crime
- Homelessness (Example: Couch surfing)
- Incarceration
- Low income
- Mental health
- Unemployment
- Other (please specify)
- None of the above

Q8 Identify the health challenges you face. (Check all that apply)

- Alcohol use disorder
- Arthritis
- Asthma
- Cancer
- Diabetes
- Heart disease
- High blood pressure
- Joint/Back pain
- Lung disease
- Mental health

- Nicotine/Tobacco use
- Overweight/Obesity
- Substance use disorder
- I don't have any health challenges

Q9 Are there barriers that prevent you from accessing health care? (Check all that apply)

- Cultural/Religious beliefs
- Fear of being judged
- Lack of providers
- Lack of appointments
- Language barriers
- No insurance
- Quality of providers
- Transportation
- Unable to pay co-pays/Deductibles
- I do not have barriers.
- I do not know how to access.
- Other (please specify)

Q10 What factors influence your health choices? (Check all that apply)

- Family
- Friends
- Significant other
- Other people around you
- Community
- How you feel in the moment
- Listening to physicians, healthcare professionals
- Public health recommendations/guidelines (Example: CDC)
- Social media
- Access to parks/walking trails
- Weather (Seasons: Spring, Summer, Fall, Winter)
- Other (please specify)

Q11 Where do you get most of your healthcare information?
(Check all that apply)

- Doctor/Healthcare provider
- Flyers/Posters
- Friends/Family
- Google, Yahoo, and other search engines
- Health Department
- Library resources
- Local hospital website
- News Paper/Magazines
- Radio/Television
- Social Media
- I don't access health care information
- Other (please specify)

Q12 Do you and your family get any of the following regular health screenings or vaccines? (Check all that apply)

- Annual physical
- Blood pressure
- Colonoscopy
- Mammogram
- Other cancer screenings
- COVID-19 Vaccine
- Dental check-ups
- Diabetes Screenings
- Flu Vaccine
- Vision Screenings
- I don't get regular screenings/vaccinations
- Other (please specify)

Q13 What is your barrier to the recommended weekly physical activity (30 minutes of moderate walking at a fast pace) exercise, 5 times a week)?
(Check all that apply).

- Child Care
- Cost
- Lack of bike lane/shoulder/trail
- Lack of facility (Example: gym/public pools/group classes)
- Lack of knowledge
- Motivation
- No parks/Sidewalks
- No transportation
- Safety (Example: streetlights/hit by a car/crime)
- Sidewalks (Example: no sidewalks/damaged)
- Time
- I don't have a barrier; I exercise the recommended amount
- Other (please specify)

Q14 According to the American Heart Association, a person should consume 4 servings of fruit and 5 servings of vegetables per day. What are your barriers to the recommended daily consumption of fruits and vegetables? (Check all that apply).

- Access
- Cost
- Knowledge
- Options
- Preference
- I don't like the taste of fruits and vegetables
- None
- Other (please specify)

Q15 What type of treatment and/or supports have you utilized for substance use disorders/mental health in the past 12 months? (Check all that apply).

- AA/NA
- Counselor/Therapist
- Emergency Room (ER)
- Medically assisted...
- Peer led
- Primary care physician
- Programs
- Psychiatrist
- Faith based leader (priest/pastor)
- Religious associations
- Support groups
- I could benefit from these services but haven't
- I haven't needed to use these services
- Other (please specify)

Q16 Is your community a good place to...

	Yes	No
Raise Children?		
Retire?		
Live?		

Q17 Are you currently...

- Living with family (parent(s), guardian, grandparents, or other relatives)
- Couch surfing or moving from home to home
- Group homes
- Living on your own (apartment, house, etc.)
- Living in a place not meant to be a residence, such as outside, in a tent city or homeless camp, in a car, in an abandoned vehicle or in an abandoned building
- Recovery housing
- Residential treatment
- Staying in an emergency shelter or transitional living program
- Staying in a hotel or motel

Q18 What major issues does the community need to address?
(Check all that apply).

- Access to food
- Access to health care services
- Affordable health care options
- Cancer
- Diabetes
- Home insecurity/Homelessness
- Jobs and Income
- Mental health
- Obesity
- Recreations/Parks
- Nicotine free environment

- Substance use
- Teen birth rates
- Transportation
- Other (please specify)

Q19 How has the COVID pandemic impacted your life?
(Check all that apply).

- Fear of going out in public
- Increase in alcohol use
- Increase in nicotine/ tobacco use
- Increase in substance use
- Lost a job
- Lost insurance
- Lost childcare
- Mental health
- Not able to access health care services
- Personally contracted COVID
- Received lower grades in school
- Serious illness/Death of a family member
- Strained relationships
- Other (please specify)

Appendix C – 2021 Baptist Health Paducah Community Leader Survey Instrument

BH Paducah 2021 Community Health Needs Assessment Community Leaders Survey

Baptist Health Paducah is conducting a Community Health Needs Assessment. This survey will help determine what needs are addressed over the next three years. This survey should take less than 6 minutes to complete. It is completely anonymous.

Q1 How old are you?

- Between 18 and 25 years old
- Between 26 and 39 years old
- Between 40 and 54 years old
- Between 55 and 64 years old
- Between 65 and 74 years old
- Older than 74 years old

Q2 Identify your gender:

- Male
- Female
- Other (please specify)

Q3 Identify your race, (Check all that apply)

- American Indian or Alaskan Native
- Asian
- Black/African-American
- Hispanic/Latinx
- White
- Other (please specify)

Q4 What county do you work in?

- Ballard
- Calloway
- Carlisle
- Fulton
- Graves
- Hickman
- Livingston
- Marshall
- McCracken
- Pope, IL
- Massac, IL

Q5 Identify your organizational type:

- Behavioral health provider
- Business
- Faith-based
- Government
- Health care provider
- Health department
- Hospital
- Insurance
- Media
- Non-profit
- School
- University/College
- Other (please specify)

Q6 What are the 3 most important factors for a healthy community?

- Access to health care (e.g., family doctor)
- Affordable housing
- Arts and cultural events
- Clean environment
- Emergency preparedness
- Excellent race/ethnic relations
- Good jobs and healthy economy
- Good place to raise children
- Good schools
- Healthy behaviors and lifestyles
- Low adult death rates
- Low adult disease rates (Example: Chronic/Infectious)
- Low crime /safe neighborhoods
- Low infant deaths
- Low level of child abuse
- Parks and recreation
- Religious or spiritual values
- Strong family life
- Other (please specify)

Q7 What are the 3 most important health problems?

- Aging problems (Ex: hearing/vision loss, etc.)
- Cancers
- Child abuse/neglect
- Covid-19
- Dental problems

- Diabetes
- Domestic Violence
- Firearm-related injuries
- Heart disease and stroke
- High blood pressure
- HIV / AIDS
- Homicide
- Infant death
- Infectious diseases
- Mental health
- Motor vehicle crash injuries
- Obesity
- Overdose
- Respiratory / lung disease
- Sexually transmitted diseases
- Suicide
- Teenage pregnancy
- Substance use disorder
- Other (please specify)

Q8 What are the 3 most risky behaviors of the community you work with?

- Alcohol use
- Being overweight
- Poor eating habits
- Dropping out of school
- Lack of exercise
- Not using seat belts / child safety seats
- Illicit substance use (Opioids/Meth/Marijuana)
- Nicotine use (tobacco, electronic nicotine delivery devices)
- Unsafe sex
- Unsecured firearms
- Other (please specify)

- They do not seek routine health care

Q9 Where is the typical location, a client/consumer within the community you work with, goes for routine health care needs?

- Clinic/Physician office
- Emergency room (ER)
- Health department
- Urgent care

Q10 How would you rate the overall health of your community that you work in?

- Very Unhealthy
- Unhealthy
- Somewhat Healthy
- Healthy
- Very Healthy

Q11 As a community leader, are you satisfied with the following statements, regarding the community that you work in:

	Yes	No
The quality of life?		
The health care system?		
Economic opportunities?		
Access to recreational and parks?		

Q12 Do you believe,

	Yes	No
The community you work with is a safe place to live?		
You can make the community you work with a better place to live?		

Q13 Are there networks of support for individuals and families?

- Yes
- No

Q14 How long does it take people to reach the nearest hospital?

- Less than 10 Minutes
- 10-30 Minutes
- 31-60 Minutes
- More than 1 Hour

Q15 When seeking care, there is enough:

	Yes	No
Access to affordable services?		
Quality health care options?		
Transportation?		
Variety of services?		

Q16 Choose 3 health issues that needs greater promotion?

- Alcohol use disorder
- Blood pressure
- Cancer
- Diabetes
- Eating disorders
- Exercise/Physical activity
- HIV/AIDS
- Mental health
- Obesity
- Routine well checkups
- Illicit substance use disorder
- Suicide
- Nicotine use (tobacco, electronic nicotine delivery devices)
- Other (please specify)

Q17 Are educational resources regarding health, easily and readily accessible?

- Yes
- No

Q18 Are there enough sidewalks and parks for individuals to access, regarding physical activity?

- Yes
- No

Q19 What do you believe are the top 3 events that lead to a person within the community you work with in being homeless? (Check all that apply)

- Alcohol use disorder
- Substance use disorder
- Argument with family/friends
- Family/Domestic violence
- Illness or medical issue
- Incarceration
- Landlord raised rent
- Lost job
- Mental health
- Natural disaster (fire/flood)
- Other (please specify)

Q20 If someone were homeless within the community you work in, where is the most common place they would sleep? (Check all that apply)

- Car
- Friend's house
- Hotel
- Park
- Shelter
- Streets, Sidewalks, Doorway
- Tent city
- Under Bridge
- Other (please specify)

Q21 What additional resources do we need for the homeless population (Check all that apply).

- Income assistance
- Community kitchens
- Housing/shelter s that allow pets
- Emergency shelters
- Long term shelter
- Transitional homes
- Other (please specify)

Q22 What is the most common reason for individuals within the community you work in, that keeps them from getting public housing?

- Bad credit
- Criminal record
- Eviction record
- Housing/shelter s that offer pets
- Lack of transportation
- Not enough jobs for income
- Income gap (make too much for assistance but not enough to live on)
- Previously kicked out
- They cannot afford
- They do not want permanent housing

Q23 Does the community you work in provide recycling services?

- Yes
- No

Q24 Does mental health, whether positive/negative affect an individual's daily function or way of life?

- Yes
- No

Q25 What service(s), regarding mental health, is most commonly used by residents within the community you work in? (Check all that apply)

- Counselor/Therapist
- Faith-based organizations
- Friends/Family
- Internet



- Primary care clinic/ doctor's office
- Psychiatrist
- Support groups
- Peer led support
- Other (please specify)

- Home insecurity/ homelessness
- Jobs and Income
- Mental health
- Obesity
- Nicotine free environment
- Substance use disorder
- Teen birth rates
- Transportation
- Other (please specify)

Q26 Do you feel as if you have enough organizational resources to meet the growing needs?

- Yes
- No

Q29 What top 3 barriers prevent individuals within the community to access your services?

Q27 Has your agency utilized telehealth services?

- No, lack of devices
- No, lack of Wifi/Internet
- No, lack of broadband access
- No, preference
- Yes, it was great a success
- Yes, but it was little success

- Cultural/Religious beliefs
- Fear of being judged
- Lack of appointments
- Lack of providers
- Lack of knowledge about services/how to access
- Lack of providers
- Language barriers
- No insurance
- Quality of providers
- Transportation
- Unable to pay co-pays/ Deductibles
- None
- Other (please specify)

Q28 What major issues do you believe the community you work in needs to address? (Check all that apply).

- Access to food
- Access to health care services
- Affordable health care options
- Cancer
- Diabetes

Q30 What are the top 3 health challenges that the community you work with faces?

- Alcohol use disorder
- Arthritis
- Asthma
- Cancer
- Diabetes
- Heart disease
- High blood pressure



- Joint/Back pain
- Lung disease
- Mental health
- Overweight/Obesity
- Illicit substance use disorder
- Other (please specify)

Q31 How does your organization promote health care information?
(Check all that apply).

- Flyers/Posters
- Google
- News Paper/Magazines
- Organizational website
- Radio/Television
- Social media
- Word of mouth
- Other (please specify)

Appendix D – Index of Hospitals

Kentucky

Baptist Health Paducah
Care
2501 Kentucky Avenue
Paducah, KY 42003
Phone: 270-575-2100

Facility Type: Acute Care Acute

1. Mercy Health

1530 Lone Oak Road
Paducah, KY 42003
Phone: 270-444-2444

Facility Type: Acute Care

2.29 miles from Baptist Health Paducah

2. Jackson Purchase Medical Center

1099 Medical Center Circle
Mayfield, KY 42066
Phone: 270-251-4100

Facility Type: Acute Care

24.68 miles from Baptist Health Paducah

3. Murray-Calloway County Hospital

803 Poplar Street
Murray, KY 42071
Phone: 270-762-1100

Facility Type: Acute Care

50.10 miles from Baptist Health Paducah

4. Livingston Hospital & Healthcare Services

131 Hospital Drive
Salem, KY 42078
Phone: 270-988-2299

Facility Type: Critical Access

35.50 miles from Baptist Health Paducah

5. Marshall County Hospital

615 Old Symsonia Road
Benton, KY 42025
Phone: 270-527-4800

Facility Type: Critical Access

29.78 miles from Baptist Health Paducah

6. Crittenden County Hospital

520 West Gum Street
Marion, KY 42064
Phone: 270-965-5281

Facility Type: Acute Care

45.17 miles from Baptist Health Paducah

7. Caldwell County Hospital

101 Hospital Drive
Princeton, KY 42445
Phone: 270-365-0300

Facility Type: Critical Access

49.61 miles from Baptist Health Paducah

8. Trigg County Hospital

254 Main Street
Cadiz, KY 42211
Phone: 270-522-3215

Facility Type: Critical Access

60.05 miles from Baptist Health Paducah

9. ContinueCare Hospital

2501 Kentucky Avenue
Paducah, KY 42003
Phone: 270-575-8485

Facility Type: Long Term Acute Care

0 miles from Baptist Health Paducah

Illinois

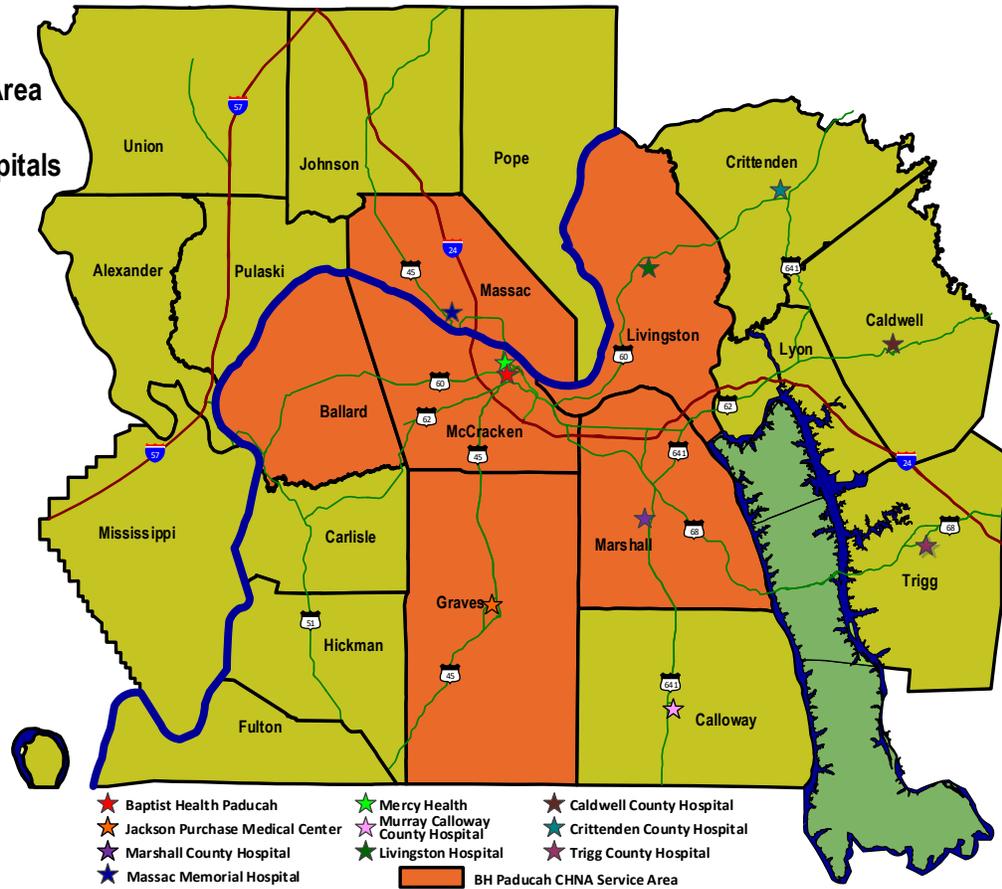
10. Massac Memorial Hospital

28 Chick Street
Metropolis, IL 62960
Phone: 618-524-2176

Facility Type: Critical Access

13.6 miles from Baptist Health Paducah

**BH Paducah
CHNA Service Area
&
Surrounding Hospitals**



Appendix E – Area Discharges by Service Line

Discharges & Inpatient Days for Calendar Year 2020

Service Line	Discharges	Inpatient Days	% of Total
Total	19,861	96,432	
MEDICINE - PULMONARY	3,509	19,696	17.7%
MEDICINE - GENERAL	3,316	13,965	16.7%
MEDICINE - CARDIOVASCULAR DISEASE	1,737	6,159	8.7%
OBSTETRICS DEL	1,588	4,106	8.0%
PSYCHIATRY	1,517	11,533	7.6%
SURGERY - GENERAL	1,502	9,693	7.6%
SURGERY - CARDIOVASCULAR & THORACIC	1,068	4,942	5.4%
SURGERY - ORTHOPEDICS	987	3,497	5.0%
MEDICINE - NEPHROLOGY/UROLOGY	976	3,916	4.9%
MEDICINE - NEURO SCIENCES	961	5,056	4.8%
NEONATOLOGY	542	3,992	2.7%
MEDICINE - ORTHOPEDICS	460	3,146	2.3%
SURGERY - SPINAL FUSION	394	1,117	2.0%
CHEMICAL DEPENDENCY	303	1,783	1.5%
MEDICAL - ONCOLOGY	269	1,192	1.4%
SURGERY - NEURO SCIENCES	232	893	1.2%
SURGERY - NEPHROLOGY/UROLOGY	195	849	1.0%
OBSTETRICS ND	137	268	0.7%
SURGERY - ONCOLOGY	61	280	0.3%
MEDICINE - OTOLARYNGOLOGY	42	113	0.2%
SURGERY - GYNECOLOGY	35	106	0.2%
MEDICINE - OPHTHALMOLOGY	11	24	0.1%
SURGERY - MAJOR ORGAN TRANSPLANT	9	72	0.0%
SURGERY - OTOLARYNGOLOGY	7	15	0.0%
SURGERY - OPHTHALMOLOGY	3	19	0.0%

Source: KHA InfoSuite, Inpatient, Acute Care Only, McCracken, Ballard, Graves, Livingston, Lyon, Marshall, KY, & Massac, IL

Because of COVID-19 and the KY Governor’s executive order restricting non-emergent admissions to hospitals in April and May of 2020, overall admissions and patient days were significantly lower for all Kentucky hospitals during 2020. This is the equivalent of **114.9** discharges per thousand (1,000) population. Kentucky’s rate was **106.8** per thousand population (the fifth highest in the U.S.) and the U.S. rate was **104.9** per thousand in 2017 (<http://apprisehealthinsights.com/public-reports/state-comparison/adjusted-admissions-per-1000/>). The higher rate could be a function of unhealthy behaviors and poor health status.

Appendix F – Existing Services

Identified Need	Existing Program to Address Need
Obesity prevention and illnesses related to obesity	<ol style="list-style-type: none"> 1. Support local high school sports programs 2. Nutritional tips provided to community groups 3. Farmers Market available to employees in hospital cafeteria 4. Free cholesterol and blood pressure screenings 5. Diabetic support group 6. Stroke support group 7. Arthritis support group 8. Cancer support group 9. Pat & Jim Brockenborough Rotary Health Park sponsor 10. Hospital garden to provide fresh vegetables for employee and patient health 11. Spokes for Strokes to raise funds and awareness for stroke prevention, including bike rides up to 60 miles. 12. Sponsor for community walks (Relay for Life, Heart Walk, Kindness Walk, Walk from Obesity, etc.) 13. Purchase Area Diabetes Connection expo 14. Part of eight-county regional coalition developing strategic plan to reduce childhood obesity with \$500,000 grants from The Foundation for a Healthy Kentucky and Health Resources and Services Administration
Access to health care	<ol style="list-style-type: none"> 1. School clinics, providing access to a nurse practitioner every school day in 9 area schools; in partnership with Four Rivers Behavioral Health for counseling services 2. Retail pharmacy on site for patients and employees 3. Your Fight Fund support for cancer patient transportation 4. Follow up for discharged patients with no physician 5. Funding support of WKCTC nursing program 6. Baptist Healthline 24/7 Nursing Line 7. Congregational Network for Healthcare screenings and education for more than 2,000 people in 70 area churches 8. Low-cost vascular screenings 9. Part of eight-county regional coalition administering \$2,200,000 Health Resources and Services Administration grants using community health workers (CHW) to reduce hospital readmissions 10. Partner with Kentucky Cancer Program and Lourdes for an annual free skin cancer screening

Identified Need	Existing Program to Address Need
	<p>11. Pipeline development</p> <ul style="list-style-type: none"> • Baptist Health Paducah offers the Health Care Explorers extracurricular program for high schoolers, monthly after-school demos offered by our team of professionals to get high schoolers interested in healthcare careers. • Baptist Health Paducah partners with neighboring high schools to provide Healthcare Occupations classes (three sessions at two hours each, every school day) on our campus to develop future workforce. • Baptist Health Paducah offers the Pre-Med Academy for college students interested in medical school or other medical graduate programs. While the hospital supports and manages this program for approximately 15 students each summer, AHEC provides support. AHEC also supports a pre-med program, Rural Summer Scholars Program, only for Murray State University students. • Baptist Health Paducah supports Murray State University's new occupational therapy program on the MSU campus in Paducah to develop OT staff. • Through service on its board of directors, Baptist Health Paducah supports the Gatton Math and Science Academy at Western Kentucky University to develop relationships with the area's most talented high school students to entice them to return to our workforce after their education. • Through service on the local boards for Paducah Area Chamber of Commerce and the Greater Paducah Economic Development council, the hospital supports community programs committed to workforce development, including a middle school health fair and the Kentucky Chamber Workforce Center's Talent Pipeline Management program. • Provide clinical internships and support education of medical, nursing, and allied health students
Smoking	<ol style="list-style-type: none"> 1. Freedom from Smoking, smoking cessation class offered in conjunction with the American Lung Association. 2. Plan to be Tobacco Free smoking cessation class offered in conjunction with the Kentucky Cancer Program 3. Employee assistance in smoking cessation. 4. Lung cancer screening program (screening center ACR designation)

Identified Need	Existing Program to Address Need
	<ol style="list-style-type: none"> 5. Lung nodule clinic to follow up with patients who have incidental findings 6. Lung nodule education tool development with collaboration with Baptist Health Paducah and West Kentucky Community and Technical College 7. Advocate for new and stronger smoke-free legislation in Kentucky 8. Utilization of Your Fight Fund for the support of patients with cancer
Substance abuse prevention and treatment	<ol style="list-style-type: none"> 1. Annual Addiction Symposium for physician education 2. Host continuing education and Health Talks about the opioid epidemic 3. Employee Assistance Program (EAP) 4. “Immature Brain” presentations by our physicians for middle, high school, and college students 5. Part of McCracken County Agency for Substance Abuse Policy <p>Part of eight-county regional coalition administering \$2,100,000 Department of Justice and Health Resources and Services Administration grants addressing Substance Use Disorder Prevention (primary-tertiary), Identification, Treatment, and Recovery</p>