

9.1.2024-8.31.2027

# IMPLEMENTATION STRATEGY



**BAPTIST HEALTH®**

PADUCAH

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## Introduction

### Foreword

This Implementation Strategy document, developed from June 2024–November 2024, serves as an accompaniment to the Community Health Needs Assessment (CHNA) by identifying the strategies which Baptist Health Paducah will employ during fiscal years 2025–2027 (September 1, 2024–August 31, 2027) to address the needs identified in the most recent CHNA. The approval and adoption of this report by the Baptist Health System, Inc. Board of Directors complies with CHNA requirements mandated by the *Patient Protection and Affordable Care Act of 2010* and federal tax-exemption requirements.

### Executive Summary

The Implementation Strategy process involved the following steps:

- From June 2024–November 2024, Baptist Health Paducah developed this Implementation Strategy report in response to the most recent Community Health Needs Assessment (CHNA).
- This plan identifies specific strategies to address the significant needs identified in the CHNA. The significant needs from that report include:
  - Obesity
  - Mental Health
  - Substance Use (drug/alcohol/tobacco use)
- Details listed for each strategy include the:
  - Name of the strategy.
  - Specific goal or plan for each strategy.
  - Process metrics to identify short-term or intermediate-term goals to measure progress of the strategy.
  - Outcomes metrics to correlate long-term community health outcomes with the efficacy of the strategy.
  - Internal resources the hospital is committing to the strategy.
  - External partners associated with implementing the strategy.
  - Lens of equity to ensure equitable efforts are made across population groups to reduce health disparities.
- This report was offered for approval to the Baptist Health System, Inc. Board of Directors at a meeting on December 10, 2024.
- The final approved and adopted Implementation Strategy will be made public and widely-available on or before January 15, 2025 on the Baptist Health website: [Community Health Needs Assessments - Baptist Health](#).
- Next steps include documenting metrics and evaluating the strategies listed in this report. The hospital will conduct another Community Health Needs Assessment and document its Implementation Strategy within three years.

### Background: Community Health Needs Assessment

The Baptist Health Paducah CHNA, approved by the Baptist Health System, Inc. Board of Directors on June 25, 2024, outlines the significant health needs to address during the report coverage period (September 1, 2024–August 31, 2027). The needs identified include:

- Obesity
- Mental Health
- Substance Use (drug/alcohol/tobacco use)

The CHNA describes the process for how needs were identified, and which needs, if any, will not be addressed in the Implementation Strategy. For further background information that informs this Implementation Strategy, see the CHNA here: [Community Health Needs Assessments - Baptist Health](#).

### Third-Party Collaboration

No third-party organizations were involved in the writing of this report. The Baptist Health System Director, Community Health and Engagement is responsible for the data gathering and writing of this report with feedback from hospital and system service line leaders. Hospital leaders reviewed and approved this plan before final authorized body approval.



## Process

### Development of Strategies

Each health need has an action plan that includes both existing and planned strategies. Employing existing strategies shows a continuity of efforts that underscores the hospital's ongoing commitment to addressing significant community health needs. Planned strategies may be in various stages of development and may have certain details still being formed. Evaluation of these strategies will be documented annually as required and in the "Evaluation of Efforts" section of the next CHNA.

### Framework

The SMARTIE objectives framework was employed to ensure this plan listed equitable and inclusive goals that encourage a focus on health equity. The framework is used by both the Centers for Disease Control and Prevention (2021) and the Kentucky Department for Public Health (2024). SMARTIE objectives are developed by answering the following questions (Alford Group, 2024):

- **SPECIFIC:** What does your program hope to accomplish?
- **MEASURABLE:** What are your benchmarks?
- **ACTION-ORIENTED/ACHIEVABLE:** What are the identifiable intermediate actions or milestones?
- **RELEVANT/REALISTIC:** What results can realistically be achieved given available resources, knowledge, and time?
- **TIMEBOUND:** How will you track progress?
- **INCLUSIVE:** How will you include representation from socially and economically marginalized individuals and groups?
- **EQUITABLE:** How do you include an element of justice or fairness that seeks to address inequity?

Each strategy is listed in its labeled section with the following details:

- **Name of the strategy.**
- **Specific plan** for each strategy. Strategies are evidenced-based or at least promising practices in that area.
- **Process metrics** to identify short-term or intermediate-term goals to measure progress of the strategy. This is part of the evaluation of each strategy.
- **Outcomes metrics** to correlate long-term community health outcomes with the efficacy of the strategy. The outcome metrics tie back to data included in the CHNA from the County Health Rankings and the Kentucky Injury Prevention Research Center. While hospital strategies are not wholly responsible for changes in these broad metrics, we will measure efficacy of our interventions through correlation with improved health outcomes. This is also part of the evaluation plan for each strategy.
- **Internal resources** the hospital is committing to the strategy. Activities with costs reportable as community benefit will be reported and documented as such.
- **External partners** associated with implementing the strategy. These may include local partners, funders or grantors, public health agencies, or organizations that own the evidence-based programs listed in the Implementation Strategy.
- **Lens of equity** to ensure equitable efforts across population groups and reduce disparities. The equity examination comes from an analysis of disparities experienced by certain groups after the evaluation

of the Center for Disease Control and Prevention's (CDC) *Healthy People 2020*. An interactive dataset allowed for choosing a health area (mental health, substance use, nutrition and weight status, etc.). Each area indicates which, if any, populations experienced an increase in disparities during the *Healthy People 2020* coverage period. Groups that may experience disparities include: people of color; people with disabilities; people living in rural communities; older adults; people with mental health or substance use disorders; people with less than high school education; people with low incomes or those experiencing poverty; and people who identify as lesbian, gay, bisexual, or transgender (CDC, 2021). Populations with health disparities in the hospital's significant health needs are noted in the "Equity" section of each strategy.

## Strategies to Address Significant Health Needs

### Obesity

The strategies below are the hospital's plan to address obesity.

#### 1.1: Bariatric Surgery Program

- Plan: Offer weight loss surgery options.
- Process Metrics: Monitor patient needs for opportunities to improve and offer various resources needed for patients to have optimal outcomes.
- Outcomes Metrics: Reduce the community's obesity rate from 34% (McCracken County), 42% (Graves County), and 37% (Marshall County) during next CHNA cycle (County Health Rankings, 2024).
- Internal Resource(s): The Baptist Health Paducah Bariatric Program team includes surgeons, registered nurses and other clinical staff.
- External Partner(s): none
- Equity: According to the CDC's Healthy People 2020 final data review, there was an increase in nutrition and weight disparities according to geographic area. Considerations will be made to ensure equitable efforts across both urban/metropolitan and rural/nonmetropolitan population groups.

#### 1.2: Weight Loss Support Groups

- Plan: Host support groups for patients who have undergone bariatric surgery. Attendance is allowable in-person and virtually to increase accessibility.
- Process Metrics: Track participation of our patients and community members.
- Outcomes Metrics: Reduce the community's obesity rate from 34% (McCracken County), 42% (Graves County), and 37% (Marshall County) during next CHNA cycle (County Health Rankings, 2024).
- Internal Resource(s): The Bariatric Program Nurse Practitioner organizes these support groups.
- External Partner(s): none
- Equity: According to the CDC's Healthy People 2020 final data review, there was an increase in nutrition and weight disparities according to geographic area. Considerations will be made to ensure equitable efforts across both urban/metropolitan and rural/nonmetropolitan population groups.

#### 1.3: Health Fairs

- Plan: Participate in local health fairs and offer screenings including a1c, blood pressure and cholesterol.

- Process Metrics: Track the number of screenings and appropriate costs as community benefit.
- Outcomes Metrics: Reduce the community's obesity rate from 34% (McCracken County), 42% (Graves County), and 37% (Marshall County) during next CHNA cycle (County Health Rankings, 2024).
- Internal Resource(s): Baptist Health Paducah clinical staff will work the health fairs.
- External Partner(s): to be determined
- Equity: According to the CDC's Healthy People 2020 final data review, there was an increase in nutrition and weight disparities according to geographic area. Considerations will be made to ensure equitable efforts across both urban/metropolitan and rural/nonmetropolitan population groups.

#### **1.4: Greenway Trail Committee**

- Plan: Hospital leaders participate in the Greenway Trail Committee. This committee is expanding an existing recreational trail through the Southside neighborhood. This expansion will improve access to recreational spaces for physical activity in a community of demonstrated need.
- Process Metrics: Track staff member's time participating in these meetings as community benefit.
- Outcomes Metrics: Reduce the community's obesity rate from 34% (McCracken County), 42% (Graves County), and 37% (Marshall County) during next CHNA cycle (County Health Rankings, 2024).
- Internal Resource(s): The Baptist Health Paducah Executive Director, Ambulatory Services and the Director, Business Development will attend meetings.
- External Partner(s): Paducah Parks and Recreation and National Parks Service
- Equity: According to the CDC's Healthy People 2020 final data review, there was an increase in nutrition and weight disparities according to geographic area. Considerations will be made to ensure equitable efforts across both urban/metropolitan and rural/nonmetropolitan population groups.

#### **1.5: Diabetes Education**

- Plan: The hospital diabetes educator provides patient education.
- Process Metrics: Track the number of people referred to the Diabetes Prevention Program and those who participate in Baptist Health Paducah's diabetes education program.
- Outcomes Metrics: Reduce the diabetes prevalence in the community from 11% (McCracken County), 12% (Graves County), and 10% (Marshall County) (County Health Rankings, 2024).
- Internal Resource(s): The Diabetes Education Coordinator will provide education.
- External Partner(s): none
- Equity: According to the CDC's Healthy People 2020 final data review, there was in an increase in diabetes disparities according to geographic area. Considerations will be made to ensure equitable efforts across both urban/metropolitan and rural/nonmetropolitan population groups.

## **Mental Health**

The strategies below are the hospital's plan to address mental health.

#### **2.1: Mental Health First Aid**

- Plan: Offer at least two Mental Health First Aid classes to community members as an evidence-based, early intervention course to teach people about mental health and substance use challenges.
- Process Metrics: Track the number of community members educated in MHFA classes.



- Outcomes Metrics: Reduce the community's number of poor mental health days in the past 30 days from 5.8 days (McCracken County), 5.8 days (Graves County), and 5.3 days (Marshall County) (County Health Rankings, 2024).
- Internal Resource(s): Baptist Health System Behavioral Health team will lead/support hospital staff in providing classes.
- External Partner(s): National Council for Mental Wellbeing and various community non-profits and schools
- Equity: According to the CDC's Healthy People 2020 final data review, there was in an increase in mental health disparities according to geographic area. Considerations will be made to ensure equitable efforts across both urban/metropolitan and rural/nonmetropolitan population groups.

## **2.2: Motherhood Connection Program**

- Plan: Complete the Edinburgh Postnatal Depression Scale before delivery with pregnant persons enrolled in program. EPDS completed before delivery to establish baseline.
- Process Metrics: Track the number of questionnaires completed and the number of referrals made for behavioral health support.
- Outcomes Metrics: Reduce the community's number of poor mental health days in the past 30 days from 5.8 days (McCracken County), 5.8 days (Graves County), and 5.3 days (Marshall County) (County Health Rankings, 2024).
- Internal Resource(s): MCP Nurse Navigators will ask questions and provide referrals, if needed. MCP Program Coordinator will provide data.
- External Partner(s): Various community partners supporting parenting people
- Equity: According to the CDC's Healthy People 2020 final data review, there was in an increase in mental health disparities according to geographic area. Considerations will be made to ensure equitable efforts across both urban/metropolitan and rural/nonmetropolitan population groups. The U.S. Commission on Civil Rights noted racial disparities in maternal health outcomes, so efforts will be made to ensure equitable outcomes across race/ethnicity.

## **2.3: Chalk the Walk**

- Plan: Participate in Chalk the Walk event annually to reduce the stigma around mental health and spread positive messages.
- Process Metrics: Track the staff time spent participating in Chalk the Walk activities.
- Outcomes Metrics: Reduce the community's number of poor mental health days in the past 30 days from 5.8 days (McCracken County), 5.8 days (Graves County), and 5.3 days (Marshall County) (County Health Rankings, 2024).
- Internal Resource(s): Baptist Health Paducah Director, Case Management led these efforts in the past.
- External Partner(s): none
- Equity: According to the CDC's Healthy People 2020 final data review, there was an increase in mental health disparities according to geographic area. Considerations will be made to ensure equitable efforts across both urban/metropolitan and rural/nonmetropolitan population groups.



## 2.4: Housing Solutions

- **Plan:** Recognizing the connection between health and housing, work with the Southside Steering Committee and the HeartStrong Kentucky grant to address social determinants of health surrounding heart disease, including housing.
- **Process Metrics:** Track staff member's time participating in these meetings as community benefit.
- **Outcomes Metrics:** Reduce the number of people experiencing literal homelessness from 117 individuals (0.17% of the population) in 2023 (Kentucky Housing Corporation, 2023).
- **Internal Resource(s):** The Baptist Health Paducah Executive Director, Ambulatory Services will attend meetings.
- **External Partner(s):** Housing Authority of Paducah
- **Equity:** According to the CDC's Healthy People 2020 final data review, there was an increase in mental health disparities according to geographic area. Considerations will be made to ensure equitable efforts across both urban/metropolitan and rural/nonmetropolitan population groups.

## Substance Use

The strategies below are the hospital's plan to address substance use.

### 3.1: County ASAP Boards

- **Plan:** Engage the county ASAP boards (Agency for Substance Abuse Policy) for McCracken County and Marshall County. The goal is to reduce the prevalence of alcohol, tobacco and other drug use and coordinate efforts among state and local agencies in substance misuse prevention.
- **Process Metrics:** Track the number of meetings attended.
- **Outcomes Metrics:** Reduce rates of substance use disorder diagnosis in the community. Community rates per 100,000 residents are 1692.2 in McCracken County and 1022.3 in Marshall County (Kentucky Injury Prevention and Research Center, 2024).
- **Internal Resource(s):** The Baptist Health Paducah Executive Director, Ambulatory Services will attend meetings.
- **External Partner(s):** McCracken County ASAP Board and Marshall County ASAP Board
- **Equity:** According to the CDC's Healthy People 2020 final data review, there was an increase in substance abuse disparities based on geographic area, gender, and race/ethnicity. Populations that had the greatest increase in disparities included those living in urban areas, those who identify as male, and those who are Black. Considerations will be made to ensure equitable efforts across population groups.

### 3.2: Addiction Symposium

- **Plan:** Sponsor educational program for clinicians and providers.
- **Process Metrics:** Track the number of attendees.
- **Outcomes Metrics:** Reduce rates of substance use disorder diagnosis in the community. The 2022 community rates per 100,000 residents are 1692.2 in McCracken County (Kentucky Injury Prevention and Research Center, 2024).
- **Internal Resource(s):** The Baptist Health Paducah, Director of Education to develop an educational program in association and partnership with Baptist Health Medical Group.



- External Partner(s): McCracken County ASAP
- Equity: According to the CDC's Healthy People 2020 final data review, there was an increase in substance abuse disparities based on geographic area, gender, and race/ethnicity. Populations that had the greatest increase in disparities included those living in urban areas, those who identify as male, and those who are Black. Considerations will be made to ensure equitable efforts across population groups.

### **3.3: Smoking Ordinance**

- Plan: Engage with the Healthy Paducah Committee to push for a policy change that would prohibit smoking indoors in McCracken County.
- Process Metrics: Track the number of meetings attended.
- Outcomes Metrics: Reduce the community's smoking rate from 21% in McCracken County (County Health Rankings, 2024).
- Internal Resource(s): The Baptist Health Paducah Executive Director, Ambulatory Services will attend meetings.
- External Partner(s): Purchase District Health Department
- Equity: According to the CDC's Healthy People 2020 final data review, there was an increase in tobacco use disparities based on geographic area, race/ethnicity, and income. Populations that had the greatest increase in disparities included those living in rural areas, those who are Hispanic of Latino ethnicity, and those with family income below middle income. Considerations will be made to ensure equitable efforts across population groups.

### **3.4: Opioid Stewardship Committee**

- Plan: Regularly convene Opioid Stewardship Committee, the goal of which is to review opioid prescription practices to identify, reduce, and manage opioid misuse and their resultant unwanted outcomes among patients.
- Process Metrics: Compare opioid prescribing practices to identify outliers and opportunities for improved prescribing practices.
- Outcomes Metrics: Reduce the number of opioid-involved non-fatal overdoses. The 2022 rate per 100,000 residents is 53.4 (McCracken County), 66.1 (Marshall County), and 32.9 (Graves County) (Kentucky Injury Prevention and Research Center, 2024).
- Internal Resource(s): Baptist Health Paducah Director, Pharmacy sits on this committee.
- External Partner(s): none
- Equity: According to the CDC's Healthy People 2020 final data review, there was an increase in substance abuse disparities based on geographic area, gender, and race/ethnicity. Populations that had the greatest increase in disparities included those living in urban areas, those who identify as male, and those who are Black. Considerations will be made to ensure equitable efforts across population groups.

## Community Health Improvement Matrix (CHIM)

To illustrate the depth and breadth of the strategies in place to address our community health needs, we borrowed a tool from the National Association of County & City Health Officials (NACCHO, 2017). The Community Health Improvement Matrix (CHIM) allows us to see where our strategies fall in terms of the prevention and intervention levels. We have developed a matrix for each health need as a graphic representation of our work.

Prevention levels describe where in time we can intervene to address a health need. These levels are described as follows:

- Contextual: prevent the emergence of predisposing social and environmental conditions that can cause disease
- Primary: reduce susceptibility of exposure to health threats
- Secondary: detect and treat disease in early stages
- Tertiary: alleviate the effects of disease and injury

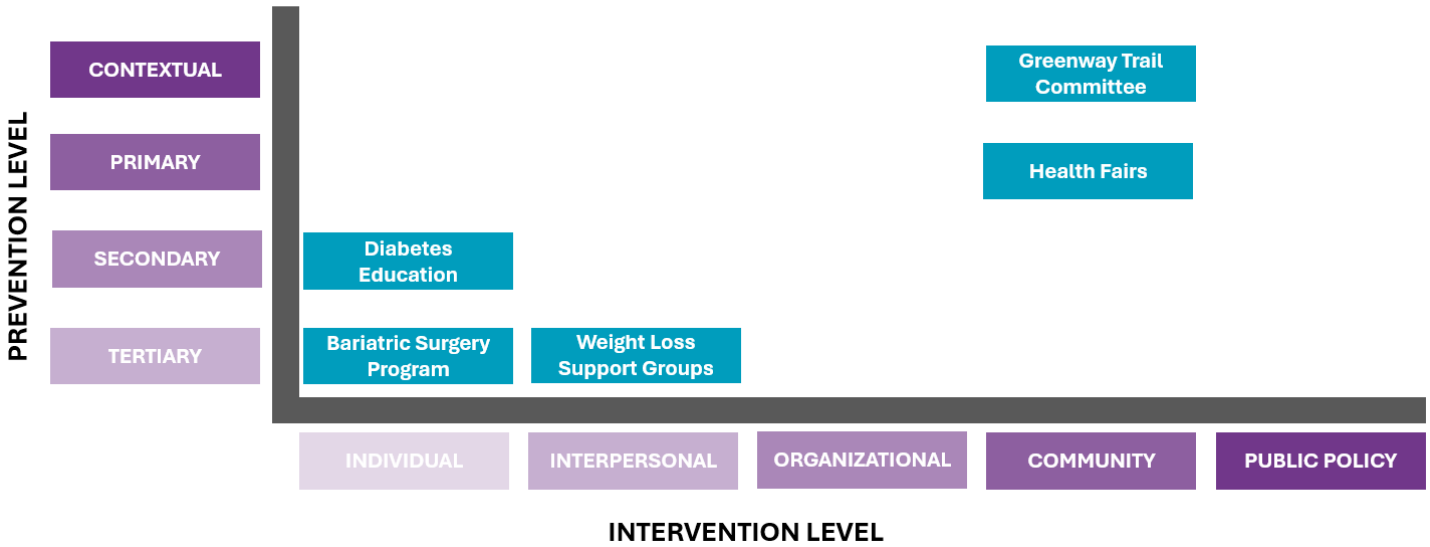
Intervention levels describe the context in which these interventions occur. These levels are described as follows:

- Individual: characteristics of the individual, such as knowledge, attitudes, behaviors, self-concept, skills, etc.
- Interpersonal: formal and informal social network and social support systems, including family, work group, and friendship networks
- Organizational: social institutions with organizational characteristics and rules/regulations for operation
- Community: relationships among organizations, institutions, and informal networks within defined boundaries
- Public Policy: local, state, and national laws and policies

According to NACCHO, “Activities that fit under organizational, community or public policy targets at a primary prevention level are more likely to address social determinants than others on the matrix. All the activities may be important for the community’s work in addressing a problem; the advantage of the CHIM framework is that it can give a sense of the balance of the community’s endeavors.”

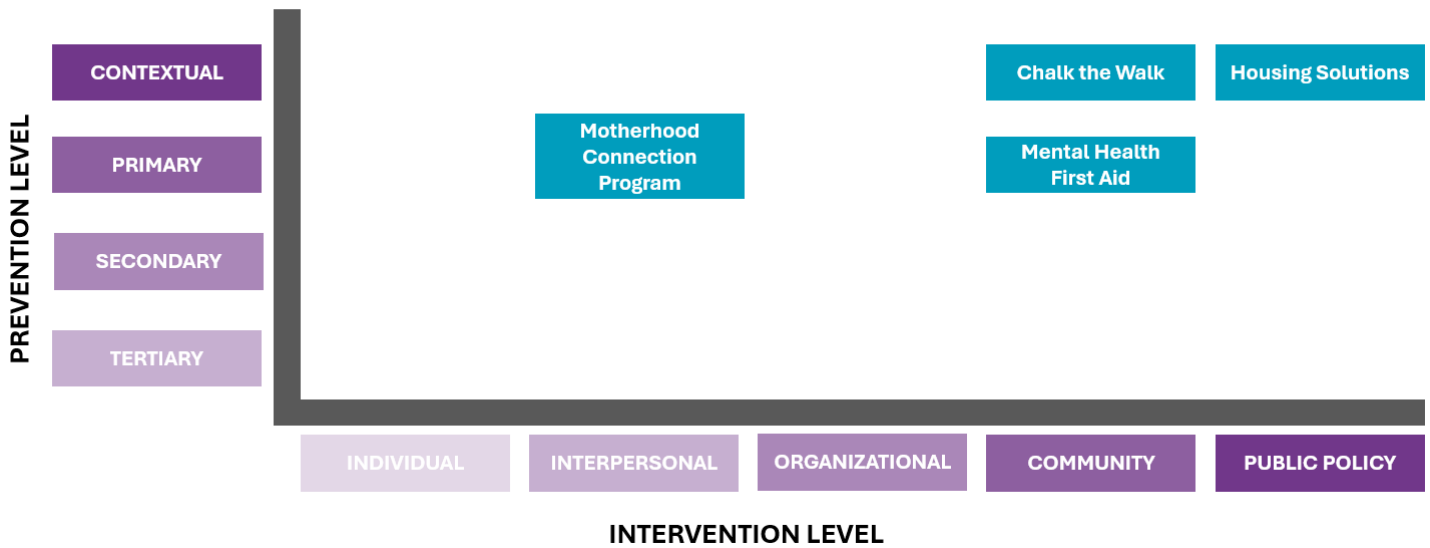
**CHIM: Obesity**

**Objective: Address obesity in the community.**



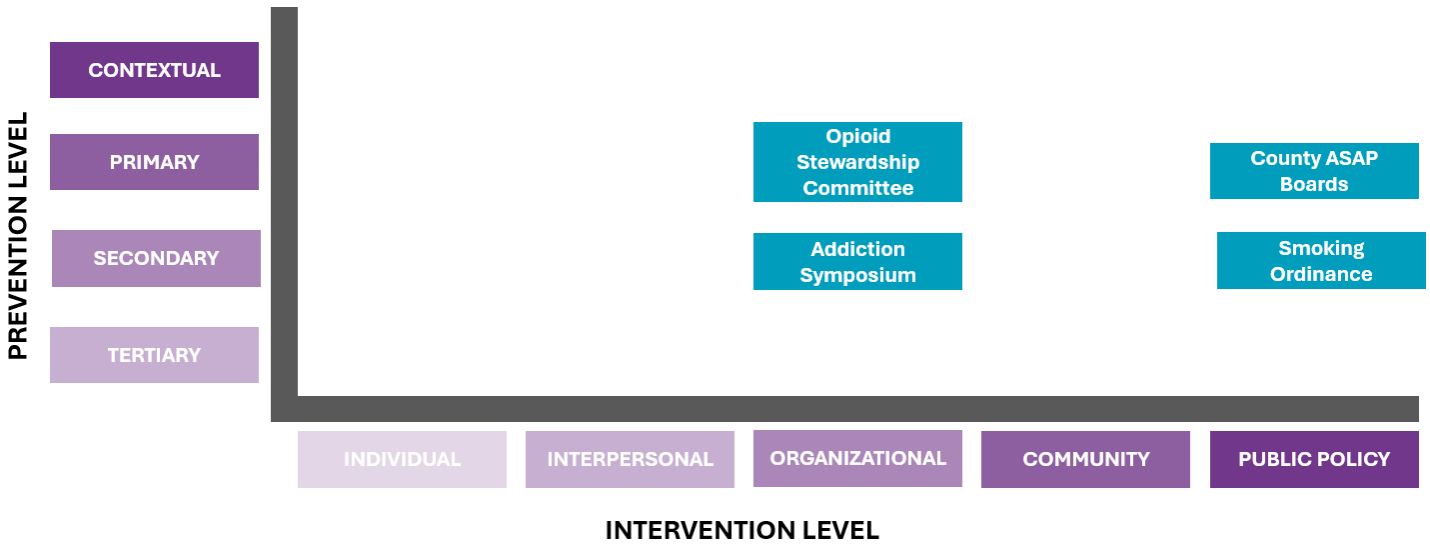
**CHIM: Mental Health**

**Objective: Address mental health in the community.**



**CHIM: Substance Use**

**Objective: Address substance use in the community.**





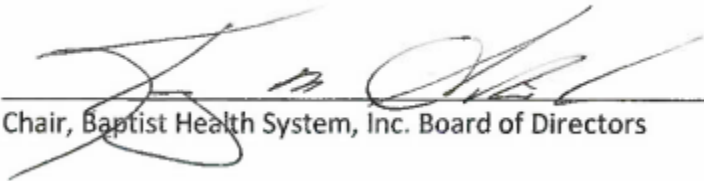
## **Next Steps**

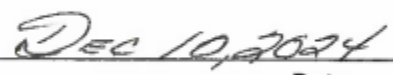
Once approved by the Baptist Health System, Inc. Board of Directors, this CHNA will be made public and widely available no later than January 15, 2025.

Baptist Health Paducah is committed to documenting metrics and evaluating the strategies listed in this report. The hospital will conduct another community health needs assessment and document its implementation strategy within three years.

## Approval and Adoption

As an authorized body of Baptist Health Paducah, Baptist Health System, Inc. Board of Directors approves and adopts this Implementation Strategy on the date listed below.

  
\_\_\_\_\_  
Chair, Baptist Health System, Inc. Board of Directors

  
\_\_\_\_\_  
Date

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