



2024-2026

Community Health Implementation Plan

Atrium Health Navicent Baldwin

Table of Contents

IDENTIFYING SIGNIFICANT HEALTH NEEDS	3
About Atrium Health Navicent Baldwin, A part of advocate health	5
Our Community Health Needs Assessment (CHNA)	6
Definition of the Community Served	6
How CHNA Data Was Obtained	6
ADDRESSING SIGNIFICANT HEALTH NEEDS	9
Hospital-Level Community Benefit Planning	10
Priority Health Concerns to Be Addressed	10
2024-2026 Implementation Strategy	11
Action Plans	11
Implementation Strategy Adoption	18





IDENTIFYING SIGNIFICANT HEALTH NEEDS

ABOUT ADVOCATE HEALTH

[Atrium Health Navicent \(AHN\)](#) is part of [Advocate Health \(AH\)](#), the third-largest nonprofit integrated health system in the United States, created from the combination of Advocate Aurora Health and Atrium Health. Providing care under the names Advocate Health Care in Illinois, Atrium Health in the Carolinas, Georgia and Alabama, and Aurora Health Care in Wisconsin, Advocate Health is a national leader in clinical innovation, health outcomes, consumer experience and value-based care, with [Wake Forest University School of Medicine](#) serving as the academic core of the enterprise. Headquartered in Charlotte, North Carolina, AH serves a population of nearly 6 million patients and is engaged in hundreds of clinical trials and research studies. It is nationally recognized for its expertise in cardiology, oncology, pediatrics and rehabilitation, as well as organ transplants, burn treatments and specialized musculoskeletal programs. AH employs 155,000 team members across 69 hospitals and over 1,000 care locations and offers one of the nation's largest graduate medical education programs with over 2,000 residents and fellows across more than 200 programs.

Committed to equitable care for all, Advocate Health provides nearly \$6 billion in annual community benefits with regional and community partners and continues to lead the nation in health equity and community benefit strategies through the development of local services and care delivery. Nationally recognized as #1 in community benefit investments, AH is the architect of the nation's leading health equity models and is committed to finding solutions for the greatest disparities affecting care gaps in rural and urban communities. Focused on affordability, learning and discovery, workforce development, health equity, safety and health outcomes and environmental sustainability, AH continues its national impact built through its network of high-quality healthcare services.

National Relevance | Regional Density | Local Presence

About Atrium Health Navicent Baldwin, A part of advocate health

[Atrium Health Navicent Baldwin](#), is a 140-bed, acute care facility located in Milledgeville, Georgia that provides services to the 150,000 residents living in Baldwin and surrounding counties.

The hospital offers a wide range of high-quality, patient-centered care including inpatient and outpatient treatment, ambulatory care, cardiopulmonary testing, cardiac and pulmonary rehabilitation services, laboratory services, radiology, rehabilitation, women's services, Healthy Communities programming support, a skilled nursing unit, sleep center and 24/7 emergency room. Atrium Health Navicent Baldwin is accredited by DNV-GL.

Hospital facts and figures:

- Georgia Department of Public Health Designated Level III Emergency Cardiac Care Center
- DPH Designated Acute Stroke Ready/Remote Treatment Stroke Center

Our Community Health Needs Assessment (CHNA)

AHN Baldwin recently embarked on a comprehensive Community Health Needs Assessment (CHNA) process to identify and address the key health issues impacting our community.

Definition of the Community Served

The community served by AHN Baldwin, as defined for the purposes of the Community Health Needs Assessment and Implementation Strategy, include each of the residential ZIP codes that comprise the hospital's Primary Service Area (PSA), including: 31034, 31059, 31061, and 31062.

This community definition was determined based on the ZIP codes of residence of recent patients of AHN Baldwin.



How CHNA Data Was Obtained

The CHNA incorporated data about the community from multiple sources, including primary and secondary data:

- A population-based survey among a representative sample of community residents
(the Professional Research Consultants (PRC) Community Health Survey)
- An online survey of public health representatives, health providers, and a variety of other community service providers and stakeholders (the PRC Online Key Informant Survey)

- A review of existing vital statistics, public health documents, census documents, and other data

The CHNA allowed for extensive comparison to benchmark data at the state and national levels. The assessment was conducted on behalf of AHN Baldwin by PRC, a nationally recognized healthcare consulting firm with extensive experience conducting Community Health Needs Assessments in hundreds of communities across the United States since 1994.

Identifying & Prioritizing Health Needs

Areas of Opportunity

Significant health needs (or “Areas of Opportunity”) were determined in our CHNA after consideration of various criteria, including:

- Standing in comparison with benchmark data
- Identified trends
- The preponderance of significant findings within topic areas
- The magnitude of the health concerns in terms of the number of persons affected and the potential health impact of a given health concern

The AHN Baldwin Implementation Strategy Team defined significant areas as the three highest opportunities identified in the CHNA. This is a multidisciplinary team comprised of the organization’s leaders from various roles such as nursing, community health, population health, social workers, community engagement, quality and data analytics, etc.

Prioritized List of Health Needs

After reviewing the CHNA findings, AHN teammates and community stakeholders met to evaluate and prioritize the top health needs for our community. The participants were asked to evaluate each health concern considering two criteria: 1) scope and severity of the health issue; and 2) the hospital’s/community’s ability to impact that issue. Individual ratings for each criterion were averaged for each tested health issue, and then these composite scores were averaged to produce an overall score. This process yielded the following prioritized list of health needs for our community:

- Mental Health
- Nutrition, Physical Activity and Weight
- Housing (Social Determinants of Health)
- Substance Use
- Heart Disease & Stroke
- Injury & Violence
- Diabetes
- Infant Health & Family Planning
- Tobacco Use
- Access to Health Care Services



ADDRESSING SIGNIFICANT HEALTH NEEDS

Hospital-Level Community Benefit Planning

This summary outlines AHN Baldwin's plan (Implementation Strategy) to address our community's health needs by 1) sustaining efforts operating within a targeted health priority area; 2) developing new programs and initiatives to address identified health needs; and/or 3) promoting an understanding of these health needs among other community organizations and within the public itself.

Priority Health Concerns to Be Addressed

In consideration of the top health priorities identified through the 2023 CHNA process — and considering hospital resources and overall alignment with the hospital's mission, goals and strategic priorities — the AHN Baldwin Implementation Strategy Team determined that AHN Baldwin would focus on developing and/or supporting strategies and initiatives to improve the top three significant priority health concerns:

- Metabolic Syndrome (heart disease, diabetes, and stroke)
- Mental Health
- Nutrition, Physical Activity and Weight

AHN Baldwin has been on a journey to transform healthcare delivery through an implementation strategy as outlined above. This Community Health Implementation Plan (CHIP) will highlight the strategies we will use to address the above-mentioned priority areas.

Considering data gathered from the community, AHN Baldwin has evaluated the region's health needs and determined that it is time to return to a grassroots approach. During the COVID-19 pandemic, like many other hospitals, our focus shifted to caring for patients who were very sick. Our community needs a strong focus on preventative care to help address the root cause of the many illnesses and social drivers of health.

The strategies in this plan are primarily focused on outreach utilizing Community Health Workers and developing programs to improve health, elevate hope and advance healing for all of Baldwin County and the Lake Oconee region. Some foundational programs included in this plan have been in effect since the 2020 Community Health Needs Assessment (CHNA) and Community Health Implementation Plan (CHIP) but are now being redesigned to better address health equity and needs in our central Georgia community through direct community programming. Our goal is to improve the

community's overall health and wellness by empowering residents to make healthy life choices through education, programming, and partnerships.

Atrium Health Navicent Baldwin completed its last Community Health Needs Assessment in 2023.

In the 2024-2026 plan, AHN will build off the foundational community health programming which has been successful to date. New innovative and advanced strategies partnered with on the ground, field interventions using Community Health Workers, will be implemented for early identification and to prevent conditions from occurring and/or advancing into chronic diseases. As the strategy unfolds there will be a growing need for direct patient interaction, innovative technology and increased partnerships, to successfully reach this population.

Health Concerns that Will Not Be Addressed During this CHIP and Why

In acknowledging the wide range of priority health issues that emerged from the CHNA process, AHN Baldwin determined that it could effectively focus on those which it deemed most pressing, most under-addressed, and/or most within its ability to influence. Although there are other health needs which appeared in our needs assessment, they are being addressed by regional partners and community organizations. Our focus and strategic resources will be dedicated to the three identified in this document.

2024-2026 Implementation Strategy

Action Plans

The following tables outline AHN Baldwin plans to address priority health issues chosen for action in FY2024-FY2026.

Priority Area #1: Metabolic Syndrome (Diabetes, Heart Disease & Stroke)

Community Health Need	There is a lack of community awareness and management of metabolic syndrome. Metabolic syndrome is a group of five conditions that can lead to heart disease, diabetes, stroke, and other health problems. Metabolic syndrome is diagnosed when someone has 3 or more of these risk factors: high blood sugar, low levels of HDL cholesterol, elevated levels of triglycerides, large waist circumference, and high blood pressure. Approximately 42.2 % of adults surveyed have been told by a health professional at some point that their blood pressure was high. 35.4 % have been told by a health professional that their cholesterol level was high. 13.0 % of adults reported being diagnosed with diabetes. This is worse than the state (12.3%) and national (12.8%) ages. (CHNA 2023)
Goal(s)	• Identify individuals/populations at-risk of having and/or developing metabolic syndrome • Increase awareness and education of metabolic syndrome, prevention and contributing factors • Reduce incidence of heart disease, diabetes, and stroke
Target Population(s)	• Communities within the counties served
Partnering Organization(s)	• North Central Health District (Georgia Department of Public Health) • Educational institutions (primary and secondary) such as Georgia College and State University, Central Georgia Technical College, and public-school districts • Faith-based organizations • Community-based organizations such as United Way of Central Georgia, Middle Georgia Regional Commission • Government organizations such as the Centers for Disease Control and Prevention (CDC) • National health organizations such as the American Heart Association, American Diabetes Association and American Stroke Association
Action Plan	Strategy 1: Data Driven Identification of Vulnerable Communities AHN Baldwin will use heat maps to strategically identify areas of vulnerability to metabolic syndrome. We will collaborate with community organizations in the identified areas to host health screenings and offer services to prevent progression of metabolic syndrome into more advanced diseases such as heart disease, diabetes, and stroke. Strategy 2: Education and Awareness AHN Baldwin will provide education and increase awareness by partnering with community organizations and educational institutions to embed metabolic syndrome risk factors and prevention into curriculum and outreach efforts. Strategy 3: Empower Faith-Based Organizations AHN Baldwin will develop strong relationships with faith-based organizations who are the pillars of the community to offer education, clinical services, screenings and other resources addressing metabolic syndrome to empower their ministries' service in the local community. Strategy 4: Utilize Community Health Workers

	AHN Baldwin will introduce a community-based healthcare delivery model with a holistic approach. Community health workers will provide outreach, advocacy, education, and individualized support such as relationship building, motivational interviewing and resource identification to address metabolic syndrome. Community Health Workers will be the connectors for all strategies in this priority area.
Measuring Our Impact	• Number of health screenings performed • Number of organizations committed to add cardiometabolic education to their curriculum • Number of community outreach events where education and resources were distributed • Number of Community Health Workers hired and trained

Priority Area #2: Mental Health	
Community Health Need	Approximately 33 % of respondents in the AHN Baldwin service area reported “fair” or “poor” mental health. This marks a steady increase since 2018. In addition, 84 % of respondents perceived mental health as a major problem. According to Healthy People 2030, mental disorders affect people of all ages and racial/ethnic groups, but some populations are disproportionately affected. In addition, mental health and physical health are closely connected. Mental disorders like depression and anxiety can affect people’s ability to take part in healthy behaviors. Similarly, physical health problems can make it harder for people to get treatment for mental disorders. Increasing screening for mental disorders can help people get the treatment they need.
Goal(s)	• Increase awareness and education of mental health symptoms and risk factors • Evaluate the prevalence of behavioral health/social issues to develop interventions to address specific issues. • Increase skill-based education to teammates for symptom recognition and basic intervention (i.e. Mental Health First Aid, Question, Persuade, and Refer [QPR], Zero Suicide [pediatric]) • Increase participation with partnerships to promote community-wide advocacy focused on mental health prevention
Target Population(s)	• School-aged children to adults
Partnering Organization(s)	• River Edge Behavioral Health • Resilient Middle Georgia • Georgia Crisis and Access Line • Community Health Care Systems, Inc. • Baldwin County Board of Education • United Way of Central Georgia • Mental Health America • North Central Health District • Georgia Department of Public Health • National Council for Mental Wellbeing • Georgia Department of Behavioral Health

Action Plan

Strategy 1: Mental Health Screenings

We will provide mental health screenings at community, school-based and Atrium Health Baldwin-led health fairs. Educational handouts will be distributed to all participants. Referrals will be made for individuals who screen positive for mental health risk factors.

Strategy 2: Skill-Based Training for Teammates

Teammates will take Mental Health First Aid training and renew every three years. This training will improve teammates' ability to identify mental health signs and symptoms for appropriate intervention.

Strategy 3: Build and Enhance Community Partnerships

AHN Baldwin will collaborate with community and faith-based organizations to promote normalization of mental health disorders and treatment. We will provide organizations with education and training opportunities to become proficient trainers in mental health identification and intervention.

Strategy 4: Utilize Community Health Workers

AHN Baldwin will employ community health workers to provide outreach, advocacy, education, and individualized support such as relationship building, motivational interviewing and resource identification to address mental health. Community health workers will be the connectors for all strategies in this priority area.

Measuring Our Impact

- Number of community members screened for mental health disorders
- Number of teammates that have completed Mental Health First Aid Training
- Number of Community-Based Organizations (CBO) and Faith-Based Organizations (FBO) members trained in Mental Health First Aid
- Number of CBO and FBO members who have become trainers

Priority Area #3: Nutrition, Physical Activity and Weight

In the AHN Baldwin service area, 46 % of adults experience low food access and difficulty accessing affordable fresh fruit and vegetables. This represents a significant increase from previous findings of 24.2 % in 2020. The prevalence decreases with age and income level and is reported more often among women, Black respondents, and those aged 18-39 (<https://health.gov/healthypeople2030>).

Physical activity can help prevent disease, disability, injury, and premature death. The Physical Activity Guidelines for Americans (https://health.gov/paguidelines/second-edition/pdf/Physical_Activity_Guidelines_2nd_edition.pdf) lays out how much physical activity children, adolescents, and adults need to get health benefits.

Community Health Need:

Although most people do not get the recommended amount of physical activity, it can be especially hard for older adults and people with chronic diseases or disabilities. 30.7 % of adults in the AHN Baldwin service area report no leisure-time physical activity in the past month compared to Georgia (23.7 %).

Obesity is linked to many serious health problems, including Type 2 Diabetes, heart disease, stroke, and some types of cancer. Some racial /ethnic groups are more likely to have obesity, resulting in an increased risk of chronic diseases. Culturally appropriate programs and policies that help people to eat nutritious foods within their calorie needs can reduce the risk of becoming overweight and obese. Public health interventions that make it easier for people to be more physically active can also help them maintain a healthy weight. Most adults (74.5 %) in the Baldwin service area are overweight. This includes 44.7 % of area adults who are obese.

Goal(s)

- Demonstrate improved access to healthy foods, including easy access of fresh produce
- An increased number of patients will receive nutritional education
- An increased number of people in the community will report healthier lifestyles

Target Population(s)

Children and adults

Partnering Organization(s)

- Society of St Andrew
- Middle Georgia Community Food Bank
- UGA Cooperative Extension
- Walk with A Doc (National)
- Southeast Produce Council
- College of Agriculture, Family Sciences and Technology, Fort Valley State University
- Meals on Wheels
- Georgia College and State University
- North Central Health District

Action Plan

Updating Foundational Strategies 2024-2025:

Strategy 1: Implement Food Security Concept by 2025

AHN Baldwin will implement the Food Security concept, already in operation in Macon, to provide access to healthy foods. This will include produce provided by the Society of St Andrew, the Southeast Produce Council and produce grown by use of hydroponic gardens.

- Both inpatient and community patients will be referred by clinicians to the AHN Baldwin's Food Farmacy, our medical/food security partnership.
- Any community member facing food insecurity is welcome.
- AHN Baldwin will partner with the Middle Georgia Community Food Bank to provide mobile food distribution services to vulnerable counties in the AHN footprint.
- AHN Baldwin will expand the partnership with Meals on Wheels to prepare meals to serve community members with low food access in the Baldwin County service area.

Strategy 2: Increase Community Fitness Programs

AHN Baldwin will build upon foundational experiences to develop community fitness programs.

AHN Baldwin will continue the Walk with A Doc program to encourage physical activity and provide disease-specific education in Baldwin County.

To enhance this, we will increase participation in the monthly walks by advertising within local schools and universities.

New and Innovative Strategies 2025-2026:

Strategy 3: Year-round access to fresh produce

AHN Baldwin will partner with Fort Valley State University to grow fresh produce year-round in a large hydroponic garden. Access to fresh produce was recognized as a community concern and barrier to following a healthy diet. This program will help increase access to vegetables available through the Food as Medicine Market for those with food insecurity. Classes will also be offered to teach individuals how to start their own hydroponic container farming at home.



Measuring Our Impact

- Amount of food distributed measured by pounds
- Number of Walk with a Doc attendees
- Number of families served by mobile food distribution events
- Number of meals provided to Meals on Wheels community members

Implementation Strategy Adoption

On July 18, 2024 the Board of Directors of AHN Baldwin approved this Community Health Implementation Plan Implementation (CHIP) Strategy to undertake the outlined measures to better address and improve the identified health needs of the community.

This CHIP is posted on the AHN Baldwin website, [Atrium Health Navicent Baldwin](#).