

# Community Health Needs Assessment

*FY2025*

PONTOTOC HEALTH SERVICES  
NORTH MISSISSIPPI MEDICAL CENTER-PONTOTOC



**NORTH MISSISSIPPI**  
HEALTH SERVICES

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## Executive Summary

The Patient Protection and Affordable Care Act (PPACA) of 2010 requires tax-exempt hospitals to conduct a Community Health Needs Assessment (CHNA). North Mississippi Health Services (NMHS) has the following tax-exempt hospitals: Clay County Medical Corporation d/b/a North Mississippi Medical Center-West Point, Marion Regional Medical Center d/b/a North Mississippi Medical Center-Hamilton, Monroe Health Services d/b/a North Mississippi Medical Center Gilmore-Amory, North Mississippi Medical Center, Inc. d/b/a North Mississippi Medical Center-Tupelo, Pontotoc Health Services d/b/a North Mississippi Medical Center-Pontotoc, Tishomingo Health Services d/b/a North Mississippi Medical Center-Iuka, and Webster Health Services d/b/a North Mississippi Medical Center-Eupora.

The CHNA is the process by which a non-profit hospital evaluates the health needs of the community it serves, e.g., diabetes, heart disease, lung disease, and the service area's overarching resources, e.g., food, housing, poverty, etc. This assessment identifies community strengths, needs, care gaps, assets, and opportunities relative to the health of residents.

North Mississippi Medical Center-Pontotoc (NMMC) is a not-for-profit hospital affiliated with North Mississippi Health Services (NMHS). Because of its tax status, NMMC is required to conduct a CHNA every three years. This includes identifying priorities and implementing strategies that address the needs of those served in the defined market. Each hospital within NMHS conducts a CHNA to plan for the current and future health needs of residents and patients in the communities it serves.

Aligned with the guidelines of the PPACA, this CHNA addresses the following items:

- ✓ Description of the communities served by this hospital
- ✓ Description of the process and methodology
- ✓ Stakeholder feedback from individuals who represent the broad interests of the community
- ✓ Prioritized description of the identified needs
- ✓ Community resources potentially available
- ✓ Actions taken since the last CHNA





# Introduction

## NMMC-Pontotoc – Affiliated with North Mississippi Health Services

North Mississippi Health Services (NMHS) is a not-for-profit, integrated health care delivery system serving 24 counties in north Mississippi and northwest Alabama (twenty Mississippi counties and four Alabama counties). The map highlights the service area (Figure 1).

NMHS' headquarters is located in Tupelo, MS, the site of its flagship hospital, North Mississippi Medical Center, Inc. (NMMC-Tupelo). The system has six community hospitals with five Mississippi locations (NMMC-Gilmore - Amory, NMMC-Eupora, NMMC-Iuka, NMMC-Pontotoc and NMMC-West Point) and one location in Alabama (NMMC-Hamilton).

North Mississippi Health Services is dedicated to being the provider of the best patient- and family-centered care. NMHS connects patients and their families with convenient access to care that is cost efficient and of the highest quality. NMHS provides acute, diagnostic, therapeutic and emergency services, with the sole trauma center (Level 2) in our service area, through North Mississippi Medical Center in Tupelo.

NMHS is a 2012 recipient of the prestigious Malcolm Baldrige National Quality Award. North Mississippi Medical Center, Inc. (NMMC) is a 2006 Baldrige Award recipient.<sup>1</sup>

### Mission - Why We Exist

To continuously improve the health of the people of our region.

### Vision - What We Want to Be

The provider of the best patient- and family-centered care and health services in America.

### Values

**Compassion** - show sincere care and kindness for those I serve.

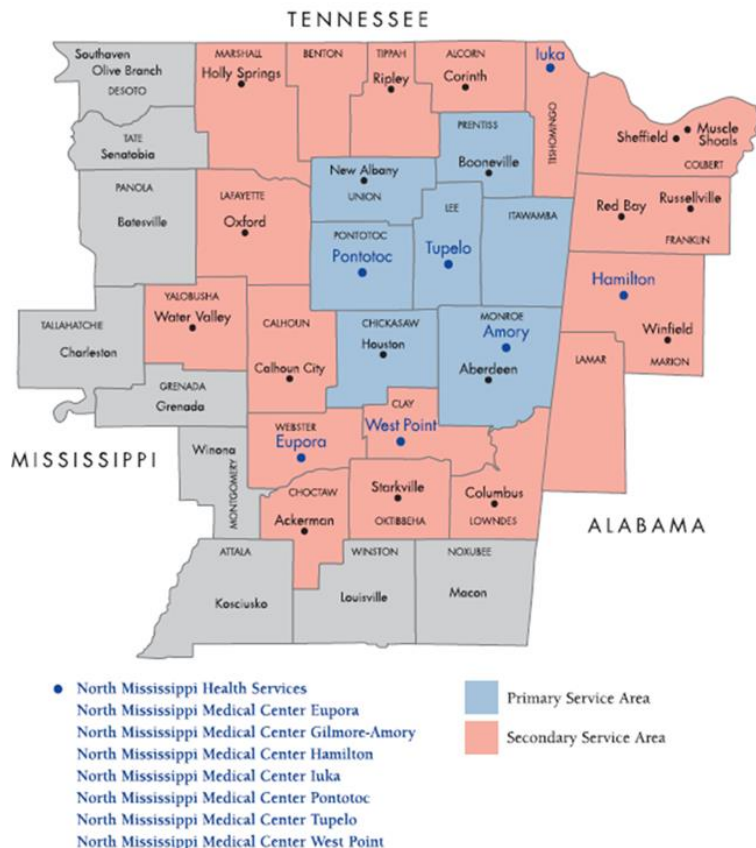
**Accountability** - take responsibility for my actions.

**Respect** - treat everyone with dignity.

**Excellence** - achieve excellence through innovation, teamwork and doing my best.

**Smile** - always be friendly.

Figure 1. Map of Counties in NMHS Service Area



<sup>1</sup>Source: <https://www.nist.gov/baldrige/north-mississippi-health-services>

The Mississippi-Alabama population, a part of the NMHS geography is among the least healthy and most medically underserved in the U.S. with adverse lifestyle choices as a major factor threatening personal wellness. Although NMHS is located in an environment that is nationally associated with lower educational levels, poverty and morbidity, it exists to provide compassionate and high-quality healthcare driven by operational excellence. This requires a culturally strong workforce that is systematically focused on innovation, robust cycles of improvement and leveraging the strength and resources of diverse partners.

To improve the health of residents, NMHS implemented a mission centric strategy that connects and aligns resources of organizations and businesses in the region. Collectively, they are called Improve Health community partners with a shared goal to reduce preventable disease, illness, injury and improve accompanying social and behavioral factors that adversely affect the health of the people of the region.

## **NMHS Community Resources**

To learn more about this Improve Health goal, NMHS community partners and identified resources, visit:

[www.nmhs.net/improve-health](http://www.nmhs.net/improve-health).

In addition to this Improve Health partnership designed to strategically align community resources, NMHS also established a network of providers called Connected Care Partners (CCP). CCP is a Clinically Integrated Network (CIN) who, in partnership with North Mississippi Health Services, have made a collective commitment to performance improvement with a focus on improving the quality and efficiency of care for the patients they serve.

Area independent and employed providers and NMHS work together to:

- Transform care delivery through a provider-led CIN sponsored by NMHS that is accountable for the full continuum of care.
- Lead the market in high quality, cost-effective care through population health management that includes engaging patients in the ownership of their care.
- Become the preferred partner for providers in our communities through a culture of collaboration.

To learn more about Connected Care Partners, visit:

<https://www.nmhs.net/medical-professionals-page/connected-care-partners/our-goals/>

## North Mississippi Medical Center-Pontotoc



Pontotoc Health Services, Inc., dba North Mississippi Medical Center-Pontotoc, is a 25-bed critical access hospital that provides care for patients with acute illnesses or conditions that require observation or hospital admission.

As the only hospital-based swing bed provider in Pontotoc County, services are an important care bridge for patients who require acute skilled nursing and/or rehabilitative care before returning home.

The hospital offers paramedic-level ambulance service and 24-hour physician coverage in its Emergency Department. Radiology services include X-ray (general radiography and fluoroscopy), computerized tomography (16-slice CT), ultrasound (sonograms), and DEXA bone density scans. Cardiology services include EKG and Holter monitor studies.

The campus includes a 44-bed nursing home which offers a variety of rehabilitation services and amenities to residents. The hospital and nursing home Auxiliary recently renovated a sunroom at the facility to give residents a cheery gathering place for board games and other activities.

NMMC-Pontotoc also offers a two-part speech therapy program to help individuals with Parkinson's regain and maintain effective communication: SPEAK OUT!® followed by The LOUD Crowd®. Participation in The LOUD Crowd®, along with daily home practice and six-month re-evaluations, has been shown to help patients maintain their communication skills throughout the progression of Parkinson's.

To further enhance local health promotion efforts, NMMC-Pontotoc Wellness Center provides cardiovascular training equipment, free weights and a variety of aerobic classes to more than 600 members and play a key role in furthering the NMMC Live Well community health initiative by providing free educational programs and health screenings in a variety of nontraditional settings.

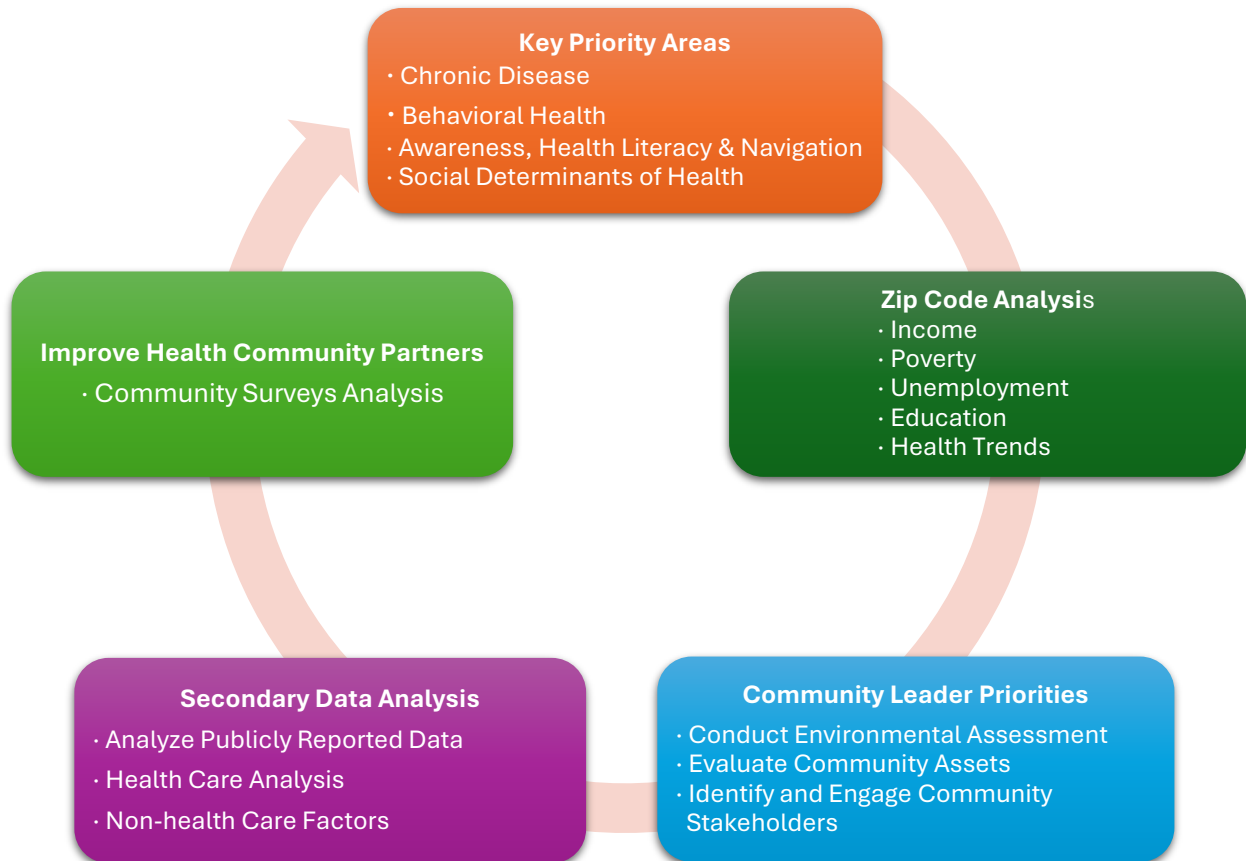
# Methodology

Federal regulations allow the communities served to be defined based on the relevant facts and circumstances including the geographic locations served by our facilities. The overall service area includes 20 Mississippi counties and four Alabama counties. The CHNA data collection process (Figure 2) was compiled/assembled by the Strategy Department of North Mississippi Health Services (NMHS). Significant data from the below secondary sources were gathered, assessed, evaluated and analyzed with demographic and health indicators cited as appropriate:

- U.S. Census Bureau
- County Health Rankings
- Centers for Disease Control and Prevention (CDC)
- County Health Departments

Input from the community was received via informant interviews, standardized electronic surveys from key organizations/stakeholders, healthcare advocates/leaders, and interested community partners residing in the service areas served by North Mississippi Medical Center-Pontotoc and the health system (see Appendix B). Additionally, Improve Health community partners participated.

Figure 2. 2024 CHNA Data Collection Process





For counties served by NMHS, demographic sections of this CHNA are described via lens of social determinants of health or SDOH (Table 1). Where patients are born, live, work and age affect a wide range of health risks and outcomes. Therefore, it is the belief and intentional practice of NMHS that all patients and families can expect good health outcomes regardless of their social conditions.

Table 1. Percent of Influence on SDOH Factors

<b>SDOH – Factors That Influence Length/Quality of Life</b>	
<b>Health Factors</b>	<b>% of Influence</b>
Health Behaviors	30%
Clinical Care	20%
Social and Economic	40%
Physical Environment	10%
Source: <a href="#">County Health Rankings</a> .	

This CHNA process allows NMHS to engage diverse stakeholders to develop strategies that improve the health of communities in the service area by:

- Identifying chronic health issues and care gaps.
- Recognizing health disparities particularly associated with vulnerable populations.
- Highlighting community resources that are either available, lacking or underutilized.
- Understanding health needs from a population-based perspective.
- Implementing plans to address identified needs.

# Description of Community Needs

## Health Disparities

A health disparity is a type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; gender orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.

### Persons Living in Poverty<sup>9</sup>

According to the U.S. Census Bureau, Mississippi has one of the highest percentages of people living in poverty. In 2023, 18.0% of the people in Mississippi were living in poverty. Within Mississippi, there were large racial disparities. Black Mississippians were more than twice as likely (27.5%) than white Mississippians (11.5%) to live in poverty.

### Median Household Income<sup>6</sup>

Mississippi also had one of the lowest median household incomes (\$52,788). There are substantial racial disparities. The median household income for black Mississippians (\$36,215) is slightly more than half of that for white Mississippians (\$64,313).

### Education<sup>9</sup>

In Mississippi, there are some racial disparities in educational attainment. In 2023, the percent of black adults aged 25 years and over who received a high school degree or higher was 83.9%, lower than the percent of white adults (90.8%). The percent of black adults who completed a bachelor's degree was also lower (18.5%) than white adults (29.6%).

### Rural Population<sup>18</sup>

More than half of Mississippians (53.7%) live in rural areas, and only three other states (Vermont, Maine, and West Virginia) have a higher proportion of people living in rural areas. The rural nature of the state contributes to an uneven distribution of health care resources and impacts the level of health of residents.

## Chronic Diseases

Chronic diseases are the leading cause of illness, disability, and death in America. Most chronic diseases are caused by a short list of risk factors: smoking, poor nutrition, physical inactivity, and excessive alcohol use. Some groups are more affected than others because of factors that limit their ability to make healthy choices.

Mississippi remains one of the lowest ranking states in major chronic diseases.<sup>3</sup> Some of the major conditions that affect Mississippians and can lead to death include heart attack, stroke, chronic obstructive pulmonary disease (COPD), heart failure, and diabetes.

Cardiovascular disease (CVD), including heart disease and stroke, is the leading cause of death in Mississippi. It is one of the top states in the nation for heart attack and stroke deaths, accounting for over a third of all deaths in the state. The state's CVD mortality rate remains the highest in the nation.<sup>14</sup>

More than 140,000 Mississippians are currently diagnosed with COPD but often goes under-diagnosed due to the lack of knowledge from people afflicted with the disease. It claims the lives of 117,000 Americans annually and is the only disease in which fatalities continue to increase.<sup>15</sup>

About 6.7 million adults in the United States have heart failure, and certain medical conditions can increase its risk, such as high blood pressure, obesity, and diabetes.<sup>16</sup> Many counties in Mississippi have a high concentration rate of deaths from heart failure.<sup>12</sup>

Mississippi has one of the highest rates of diabetes in the U.S. About 1 in 7 Mississippians are living with diabetes, placing the state in the top five nationally for diabetes rates. Many Mississippians live with the complications of type 2 diabetes, including lower extremity amputations, end stage renal disease, blindness, loss of protective sensation, heart disease and premature death.<sup>17</sup>

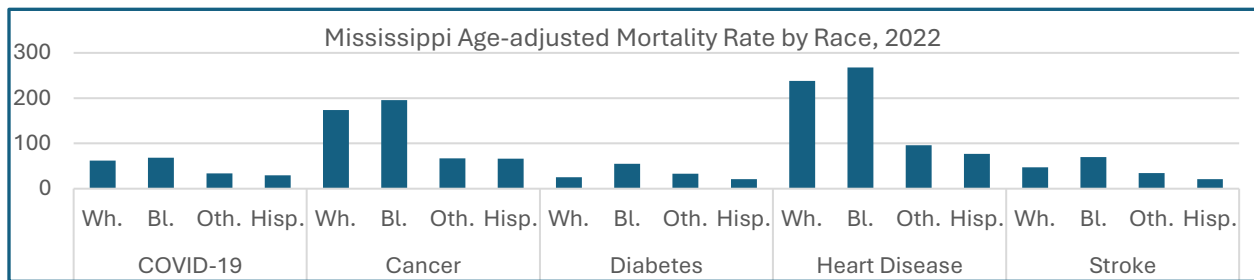
## Top Causes of Death

**Heart disease** is the state's leading cause of death, and Mississippi's rates of heart disease are among the nation's highest.<sup>3</sup>

**Cancer** is the second leading cause of death. Mississippi's high rates of cancer and associated deaths are caused in part by the lack of oncological regular screening tests and lifestyle factors, including diet and physical inactivity.<sup>3</sup>

In Mississippi, there are significant differences in the death rate of blacks compared to whites. For example, the state's black population has a higher mortality rate of conditions such as heart disease, stroke, diabetes, Covid-19, and cancer (Figure 3).

Figure 3. Mississippi Mortality Rate by Race, 2022



<sup>4</sup>Source: Mississippi Department of Health MSTAHRS.

Within the NMHS service area, heart disease is the leading cause of death in twenty counties. Cancer (malignant neoplasms) is the leading cause of death in four counties (Figure 4).<sup>4</sup>

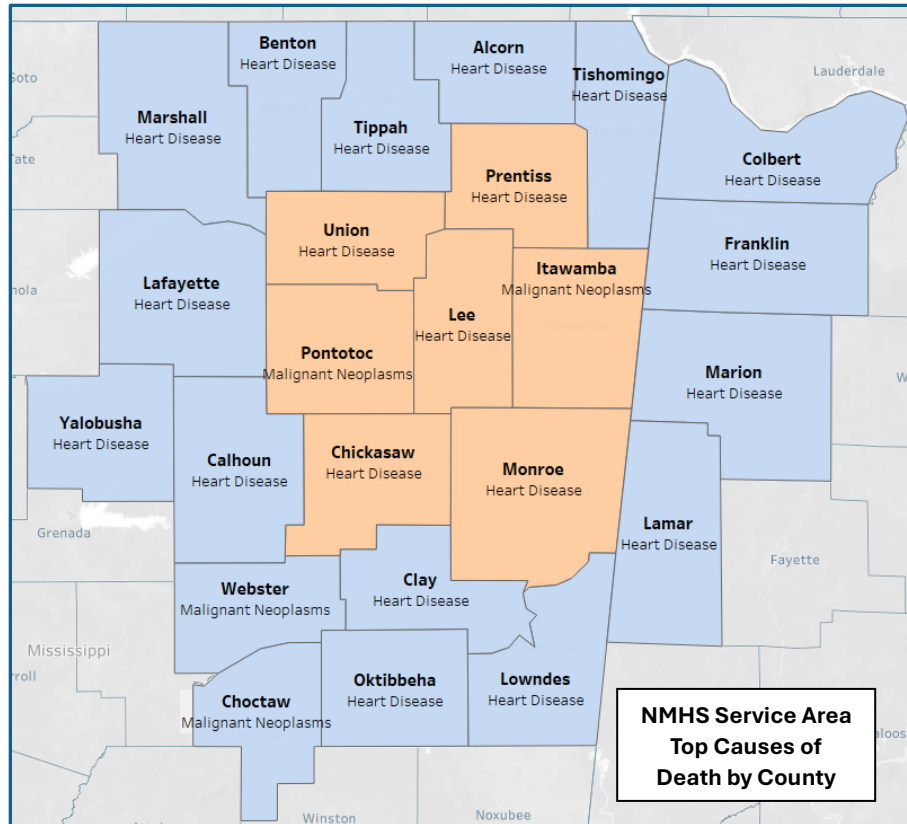


Figure 4. Leading Causes of Death by County

<sup>4, 19</sup>Sources: Mississippi Department of Health MSTAHRS & Alabama Public Health Vital Statistics.



## Health Outcomes and Health Behaviors

America’s Health Rankings<sup>5</sup> provides an analysis of national health on a state-by-state basis by evaluating health, environmental and socioeconomic data to determine national health benchmarks and state rankings. Ranks are calculated by state for each measure, with 1 corresponding to the healthiest value and 50 the least healthy value.

Five categories are associated with the state rankings, health outcomes, social and economic factors, physical environment, clinical care, and behaviors. The health outcomes category represents the result of a population’s physical and mental well-being. Topics in this category are behavioral health, mortality, and physical health. Health behaviors include nutrition and physical activity, sexual health, sleep health, and smoking and tobacco use.

For several significant health outcome and behavior measures, Mississippi either ranks last or is in the bottom ten when compared to all 50 states (Table 2). The lack of resources that manifest as health disparities are significantly worse for those who have systematically faced obstacles to health due to their socio-economic status, race, ethnicity, religion, sexual orientation, geographic location, and other characteristics historically linked to discrimination or exclusion.

Table 2. Mississippi Health Outcome and Health Behavior Rankings

Health Outcomes		Rank
<b>Behavioral Health</b>	Non-medical Drug Use (% of adults)	42
<b>Mortality</b>	Premature Death (years lost before age 75 per 100,000 population)	50
<b>Physical Health</b>	High Health Status	50
	Low Birth Weight (% of live births)	50
	Multiple Chronic Conditions (% of adults)	42
	Arthritis	47
	Cardiovascular Diseases	46
	Chronic Obstructive Pulmonary Disease (COPD)	47
	Diabetes	47
	Risk Factors	
	High Blood Pressure	49
	High Cholesterol	45
Obesity (% of adults)	47	
Health Behaviors		Rank
<b>Nutrition &amp; Physical Activity</b>	Exercise	47
	Fruit and Vegetable Consumption	48
	Physical Inactivity	50
<b>Sexual Health</b>	High-Risk HIV Behaviors	42
	Teen Births	49
<b>Smoking &amp; Tobacco Use</b>	E-Cigarette Use	43
	Smoking	46

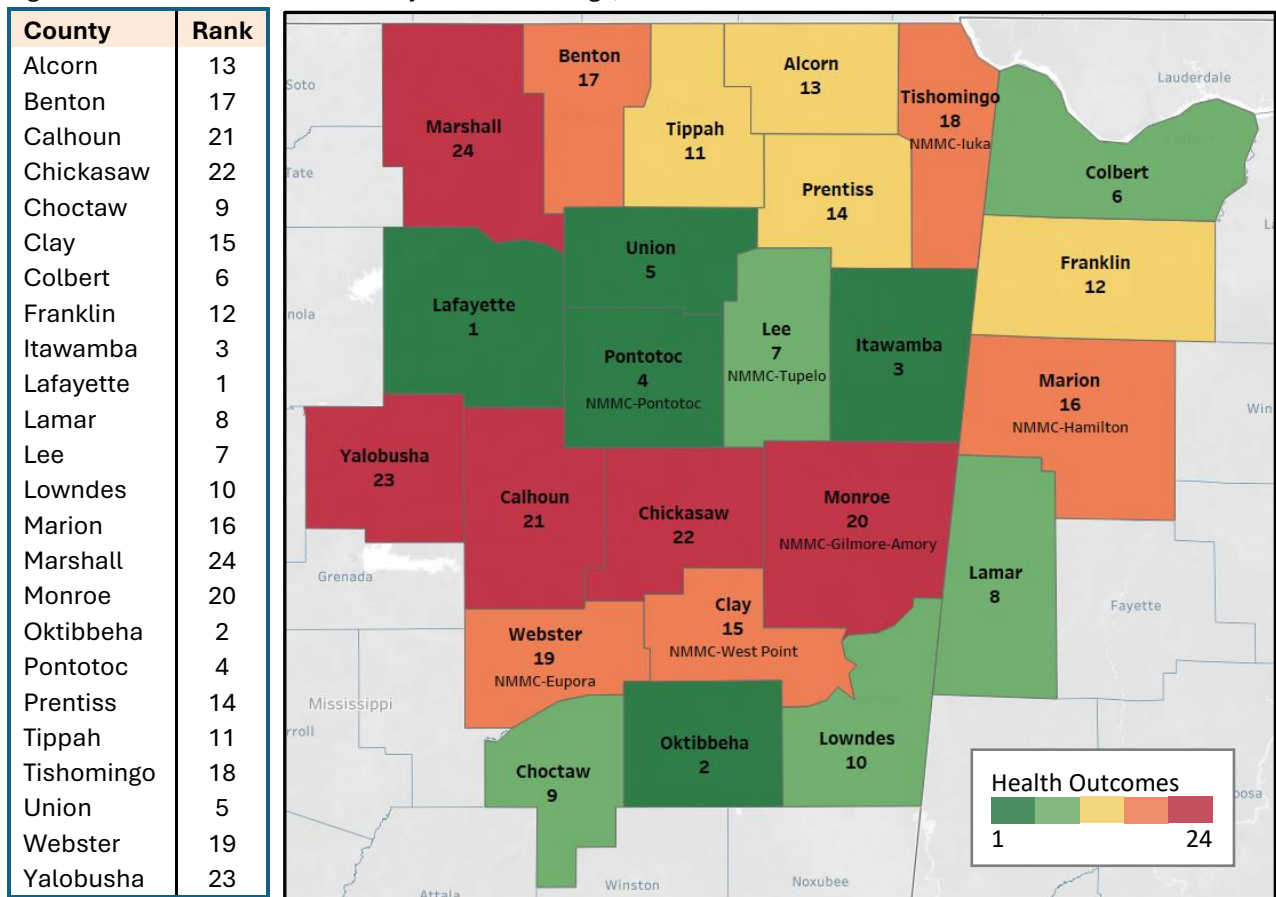
<sup>5</sup>Source: America’s Health Rankings, 2023.

## Health Outcomes for the NMHS Service Area

The County Health Rankings' health outcomes methodology quantifies the length and quality of life as influenced by social resources. These indicators have region-specific results and rankings. Some social indicators, such as clean water, affordable housing, access to care and good jobs can be further influenced or worsened by geography.

Health outcomes represent how healthy a county is relative to other counties. This category reflects the physical and mental well-being of residents within a community through measures that represent the length of life and quality of life. The county with a ranking of #1 is considered the healthiest. In the NMHS service area (Figure 5),<sup>6</sup> Lafayette County is considered the healthiest, and Marshall County is the least healthy.

Figure 5. NMHS Service Area County Health Rankings, 2024



<sup>6</sup>Source: County Health Rankings, 2024.

## Health Behaviors in the NMHS Service Area

Health behaviors are health-related practices, such as diet and exercise, that can improve or adversely impact the health of individuals in communities. They are influenced by the choices available in the places where people are born, live, learn, work and play.

Cigarette smoking is a common health behavior residents choose in the NMHS service area. In the 24-county region, the percentages for adult smoking, obesity, and physical inactivity are higher than the top U.S. Performers (Figure 6).

Smoking is a health issue that causes more than 480,000 deaths each year in the U.S.<sup>7</sup> In addition to causing death, it also contributes to diseases, such as, cancer, heart disease, stroke, lung diseases, diabetes, and chronic obstructive pulmonary disease (COPD), which includes emphysema and chronic bronchitis. As a contributing factor, there are over 16 million Americans living with a disease caused by smoking.<sup>7</sup>

In addition to smoking, obesity is a health concern entrenched in the NMHS rural culture. Although the region is often celebrated for tasty southern fried foods, this loved diet leads to poor nutrition. Further, high-fat content meals are frequently paired with a regional favorite beverage, sugar-laced, sweet tea. In all counties served by NMHS, obesity is higher than the national average (Figure 6). Mirroring the health concerns of smoking, obesity contributes to other chronic diseases and leads to premature death. According to the CDC, obesity accounted for nearly \$173 billion in medical expenditures in 2019.<sup>8</sup>

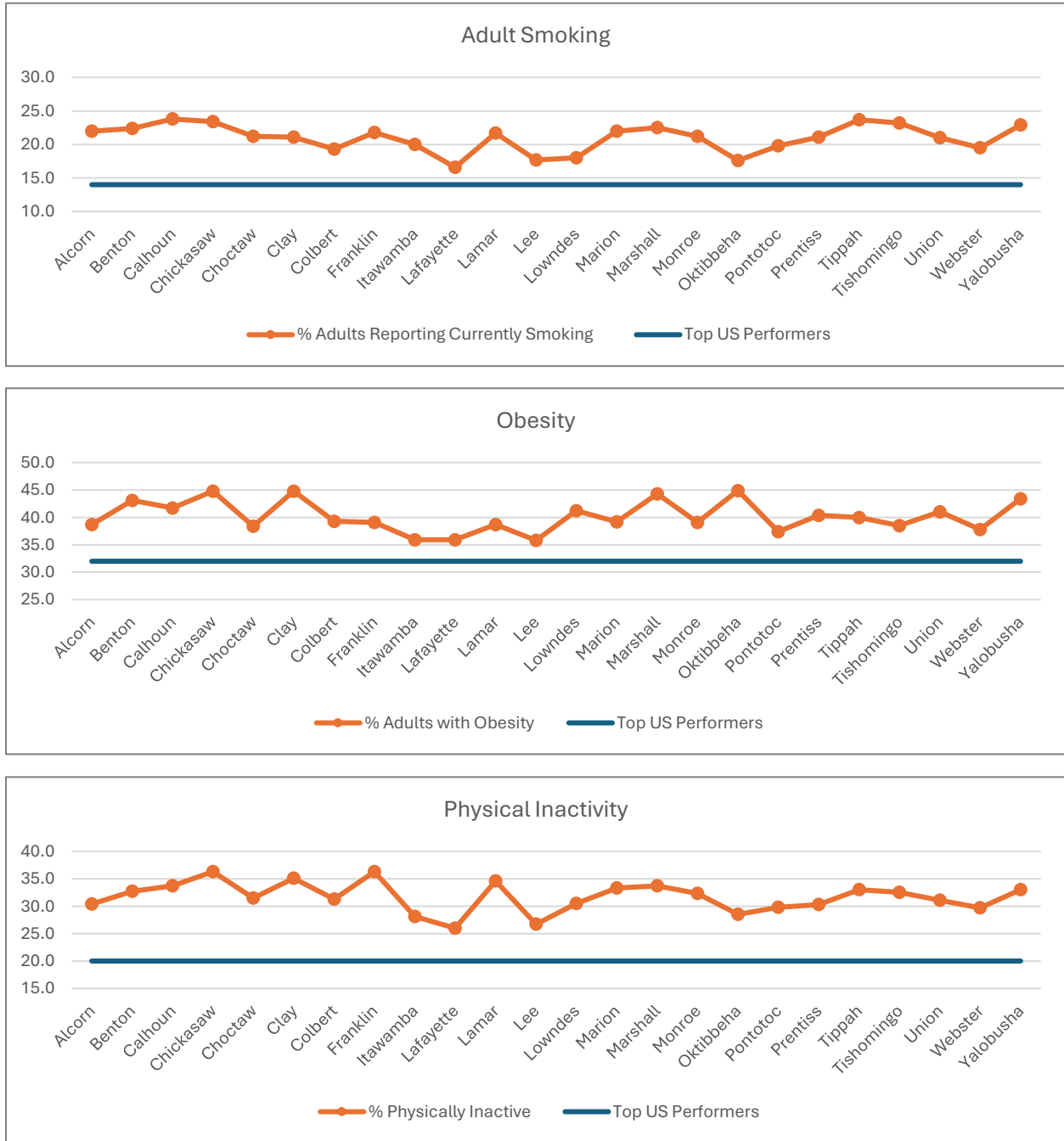
Physical inactivity is another characteristic of the NMHS service area, and this rate is also higher than the national average (Figure 6). Poor nutrition coupled with physical inactivity is the perfect breeding ground for chronic diseases, such as, type 2 diabetes, heart disease, stroke, certain cancers, and depression.

Smoking, obesity, and physical inactivity are behavioral characteristics that manifest as health challenges in the region. Mississippi's history of racial inequities, lower functioning educational systems, and the effects of other socio-economic indicators have all contributed to regional health disparities. For example, Mississippi's black population has a higher incidence rate for digestive cancer, colon/ rectum cancer, prostate cancer, as well as higher rates for HIV incidence and AIDS classification.<sup>2</sup>

Further, the black population ranks lower for the proportion of adults reporting any amount of exercise over the past month, visiting a dentist in the past year, and the proportion of adults age 65+ receiving an influenza shot. Mississippi's black population has a higher uninsured rate.<sup>2</sup>

Additionally, there are equal opportunity health concerns, e.g., the state's white population has a higher prevalence of coronary heart disease, myocardial infarctions, renal disease (high in blacks), skin cancer, cancer that is not skin cancer, and overweight adults. This population also has higher mortality rates due to COPD/emphysema, chronic liver disease and cirrhosis, Alzheimer's disease, unintentional injury, and suicide.<sup>2</sup>

Figure 6. NMHS Health Behaviors by County



Source: [County Health Rankings, 2024](#).



# Community Description and Primary Counties Served by NMMC-Pontotoc

## City of Pontotoc

Pontotoc, the city where North Mississippi Medical Center-Pontotoc is located, has a population estimate of 5,882 within its 11.2 square miles of land area. The population of the city increased by 4.5% from 2020 to 2023. There are 505 people per square mile, and the median age is 33.4.<sup>9</sup>

## Race/Ethnicity/Age

The race/ethnicity makeup of Pontotoc is 50.2% White, 28.8% Black/African American, 8.2% two or more races, and 16.8% Hispanic or Latino. The percent of the population under the age of 18 years of age is 26.1%, and 65 years and over is 17.4%.<sup>9</sup>

## Education

In Pontotoc for the five-year period ending in 2022, 85.1% of the population 25 years and older was high school graduates. The percent of graduates who earned a bachelor's degree or higher was 20.6%.<sup>9</sup>

By race/ethnicity, Black/African Americans (93.2%) had the highest rate of individuals with a high school degree or higher, followed by those who are two or more races (90.1%), and White, non-Hispanic (89.0%). Hispanic or Latino had the lowest rate at 28.6%.<sup>9</sup>

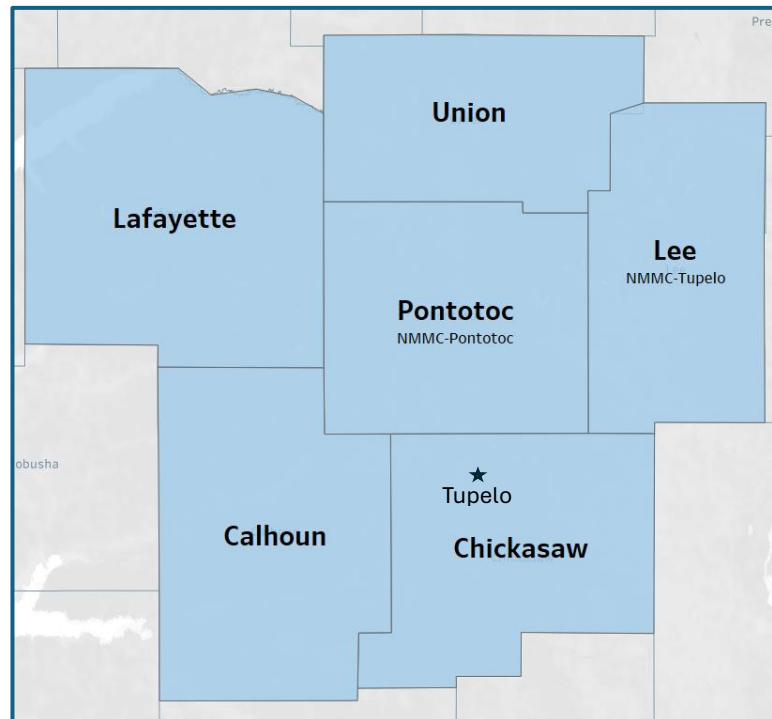
## Income

The median household income for the five-year period ending in 2022 was \$3,553 lower in Pontotoc at \$49,235<sup>9</sup> than the state's median household income of \$52,788.<sup>6</sup> Persons living in poverty was 22.0% compared to 18.0% in the state and 11.1% in the U.S.<sup>9</sup>

## Primary Service Area

The 2023 estimated total population for North Mississippi Medical Center-Pontotoc's primary service area (Figure 7), which consists of six counties (Calhoun, Chickasaw, Lafayette, Lee, Pontotoc, and Union), is 230,636.<sup>10</sup>

Figure 7. NMMC-Pontotoc's Primary Service Area



# Demographics

## **Calhoun County**

The population in Calhoun County is estimated to be 12,685 and decreased by 4.4% from 2020 to 2023. The racial/ethnic composition of the population is 63.9% White, 28.4% Black or African American, 0.4% American Indian and Alaska Native, 0.2% Asian, 0.1%, 1.6% two or more races, and 6.6% Hispanic or Latino. The percentage of people under the age of 18 years old is 21.9% and people 65 years and older is 21.2%. The median age is 42.8 years.<sup>9</sup>

The ratio of population to primary care physicians is 6,509 individuals served by one provider. For dentists, the ratio is 4,260:1 and mental health providers is 12,781:1.<sup>6</sup> The number of people per square mile is 22.6.<sup>9</sup>

## **Social Determinants of Health**

Social determinants of health are the conditions in which people are born, grow, live, work and age. The percentage of the population under age 65 without health insurance (17.7%), and the percentage of residents aged 16 and older that are unemployed (4.1%) are higher than the state of Mississippi and the U.S.<sup>6</sup> The percentage with food insecurities (17.9%) is higher than the state and the U.S., and county residents with limited access to healthy foods (1.1%) is lower than the state and the U.S.<sup>6</sup> Persons living in poverty is 22.8% compared to 18.0% in the state.<sup>9</sup>

The median household income is \$44,172, lower than Mississippi and the U.S. Adults aged 25 years and over who completed high school or higher is 78.3%, and the percent of adults 25-44 years with some post-secondary education is 52.3%.<sup>6</sup> The percent of graduates who earned a bachelor's degree or higher is 12.0%.<sup>9</sup> The mean travel time to work is 27.8 minutes.<sup>9</sup>

## **Health Behaviors and Factors**

Health behaviors are health-related practices, such as diet and exercise, that can improve or damage the health of individuals or community members. Health Factors represent the things that can be improved to live longer and healthier lives and are indicators of the future health of communities.

Calhoun County has a higher percentage of adults who are smokers (23.8%), physically inactive (33.7%), and obese (41.7%) than the state and nationally.<sup>6</sup> The age-adjusted rate for residents 18 years and older who have been told by a health care provider that they have high blood pressure is 41.3%.<sup>11</sup> The percentage with a disability under the age of 65 years is 14.7%.<sup>9</sup>

## Chronic Diseases

### Myocardial Infarction (Heart Attack)

According to the Mississippi Hospital Association (MHA), Calhoun County had an increase in the number of heart attack patient discharges in CY 2020 and CY 2023 (Figure 8).<sup>13</sup>

### Stroke

From CY 2019 – CY 2021, the number of stroke discharges decreased in Calhoun County. The numbers increased in CY 2022 and CY 2023.<sup>13</sup>

### COPD (Chronic Obstructive Pulmonary Disease)

In Calhoun County, there was a decrease in the number of COPD patient discharges from CY 2019 – CY 2021. The numbers increased in CY 2022 and CY 2023.<sup>13</sup>

### Heart Failure

Heart failure discharges in Calhoun County increased from CY 2020 – CY 2022. There was a slight decrease in discharges in CY 2023.<sup>13</sup>

### Diabetes

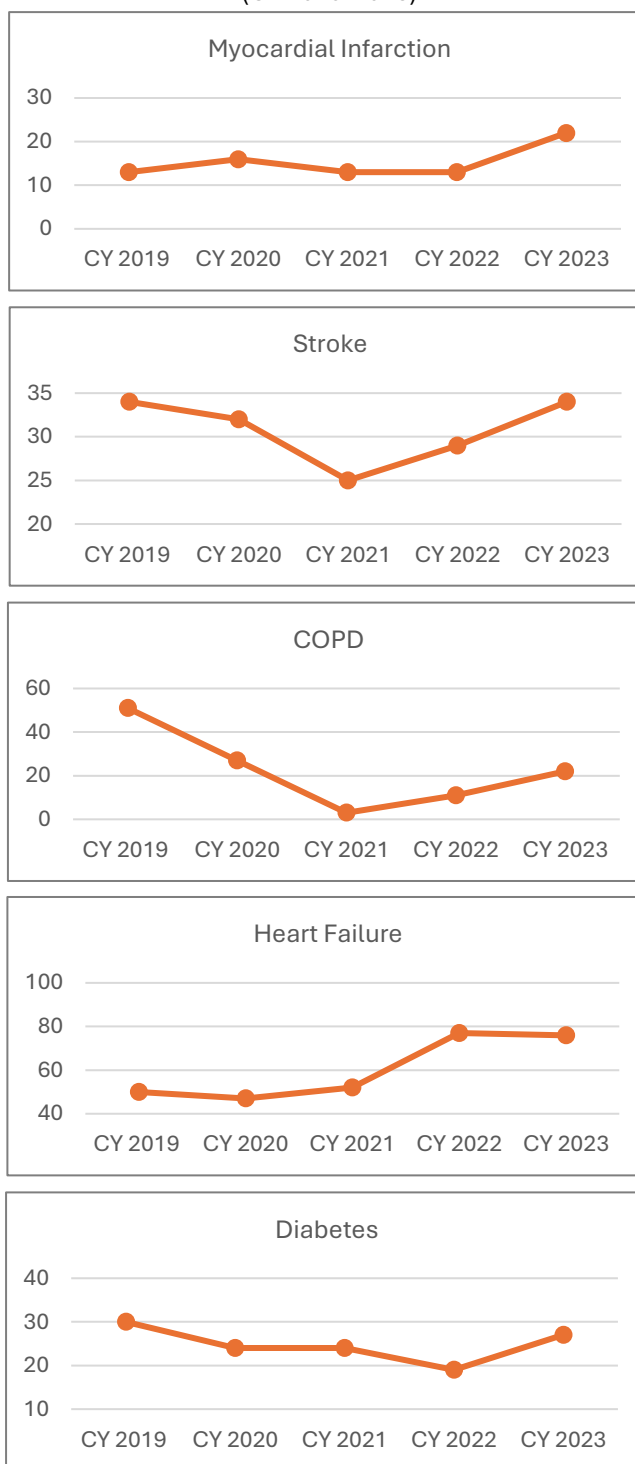
In Calhoun County, the number of diabetes discharges decreased from CY 2019 – CY 2022. By CY 2023, the numbers increased.<sup>13</sup>

## Health Disparities

### Causes of Death

In Calhoun County, heart disease was the top cause of death in 2022 with a total rate of 231.8 deaths per 100,000 population (Table 3). Death rates were higher for the county's black population in the following health conditions: cancer, Covid-19, unintentional injuries, cerebrovascular disease (stroke), kidney disease, pneumonia and influenza, chronic liver disease and cirrhosis, and homicide. The county's white population had higher death rates in heart disease, hypertension, chronic lower respiratory disease (CLRD), diabetes, septicemia, and ulcers.

Figure 8. Chronic Diseases in Calhoun County (CY 2019-2023)



<sup>13</sup>Source: [Mississippi Hospital Association, Dimensions, CY 2019 – CY 2023](#). Reported June 2024.

Most of the rates for the Hispanic population were not included because of the instability and unreliability of the small number of health events, except for heart disease mortality rates. There were 132.2 heart disease deaths per 100,000 population in Calhoun County.<sup>4</sup>

Table 3. Calhoun County Top Causes of Death, 2022

<b>Calhoun County</b> (age-adjusted rate per 100,000 population, 2022)	<b>Total Rate</b>	<b>White</b>	<b>Black</b>
Heart Disease	231.8	258.3	172.5
Malignant Neoplasms (Cancer)	124.9	127.2	154.0
Hypertension	121.3	144.9	34.4
COVID-19	106.6	93.9	152.7
CLRD	56.9	74.4	0.0
Unintentional Injuries	52.5	43.4	84.1
Cerebrovascular Disease	47.5	42.7	51.3
Diabetes	29.0	34.3	17.0
Kidney Disease	24.6	13.1	77.0
Pneumonia & Influenza	13.5	12.3	25.4
Chronic Liver Disease & Cirrhosis	11.5	0.0	40.8
Homicide	9.6	0.0	31.1
Septicemia	4.9	7.1	0.0
Ulcers	4.4	6.0	0.0

<sup>4</sup>Source: [Mississippi State Department of Health – MSTAHRS](#).

### Premature Deaths

Premature deaths relate to the years of potential life lost before age 75 yrs. per 100,000 population. Calhoun County has a higher number of premature deaths (14,438) compared to the state of Mississippi (12,697) and the U.S. (8,000).<sup>6</sup> The rate of premature deaths is higher in the county’s black population at 16,894 years of life lost compared to the county’s white population (12,939).<sup>6</sup> The life expectancy for residents in Calhoun County is expected to be 71.2 years.<sup>6</sup>

### Preventable Hospital Stays

Preventable hospital stay is the rate of hospital stays for ambulatory-care sensitive conditions per 100,000 Medicare enrollees. Calhoun County has a lower rate of preventable hospital stays at 2,043 compared to the state of Mississippi (3,423). The rate of preventable stays is higher in the county’s black population at 2,740 compared to the county’s white population (1,900).<sup>6</sup>

### **Chickasaw County**

The population in Chickasaw County is estimated to be 16,866 and decreased by 1.4% from 2020 to 2023. The racial/ethnic composition of the population is 49.6% White, 44.8% Black or African American, 0.4% American Indian and Alaska Native, 0.5% Asian, 0.1% Native Hawaiian and other Pacific Islander, 1.8% two or more races, and 4.1% Hispanic or Latino. The percentage of people under the age of 18 years old is 24.7% and people 65 years and older is 19.1%. The median age is 39.3 years.<sup>9</sup>



The ratio of population to primary care physicians is 1,701 individuals served by one provider. For dentists, the ratio is 2,402:1 and mental health providers is 3,362:1.<sup>6</sup> The number of people per square mile is 34.1.<sup>9</sup>

### Social Determinants of Health

Social determinants of health are the conditions in which people are born, grow, live, work and age. The percentage of the population under age 65 without health insurance (16.8%), and the percentage of residents aged 16 and older that are unemployed (4.5%) are higher than the state of Mississippi and the U.S.<sup>6</sup> The percentage with food insecurities (16.5%) is slightly higher than the state, and county residents with limited access to healthy foods (5.8%) is lower than the state.<sup>6</sup> Persons living in poverty is 22.3% compared to 18.0% in the state.<sup>9</sup>

The median household income is \$43,776, lower than Mississippi and the U.S. Adults aged 25 years and over who completed high school or higher is 76.0%, and the percent of adults 25-44 years with some post-secondary education is 50.9%.<sup>6</sup> The percent of graduates who earned a bachelor's degree or higher is 11.3%.<sup>9</sup> The mean travel time to work is 22.5 minutes.<sup>9</sup>

### Health Behaviors and Factors

Health behaviors are health-related practices, such as diet and exercise, that can improve or damage the health of individuals or community members. Health Factors represent the things that can be improved to live longer and healthier lives and are indicators of the future health of communities.

Chickasaw County has a higher percentage of adults who are smokers (23.4%), physically inactive (36.3%), and obese (44.8%) than the state and nationally.<sup>6</sup> The age-adjusted rate for residents 18 years and older who have been told by a health care provider that they have high blood pressure is 45.1%.<sup>11</sup> The percentage with a disability under the age of 65 years is 12.7%.<sup>9</sup>

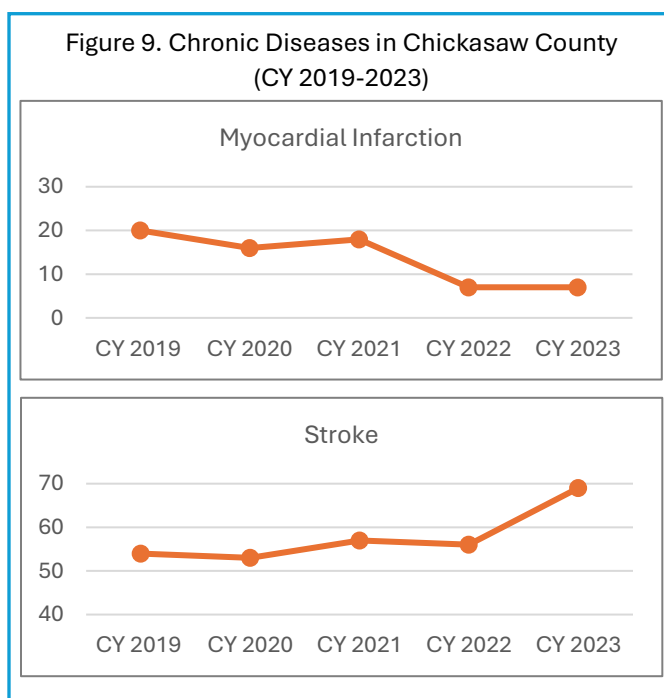
### Chronic Diseases

#### Myocardial Infarction (Heart Attack)

Chickasaw County had an overall decrease in the number of heart attack patient discharges from CY 2019 – CY 2023. There was a slight increase in CY 2021 (Figure 9).<sup>13</sup>

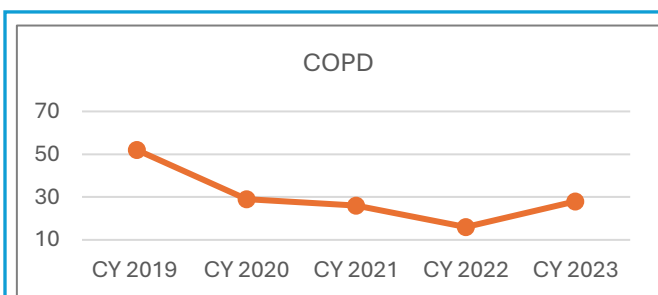
#### Stroke

From CY 2019 – CY 2023, there was an overall increase in the number of stroke discharges in Chickasaw County. Slight decreases occurred in CY 2020 and CY 2022.<sup>13</sup>



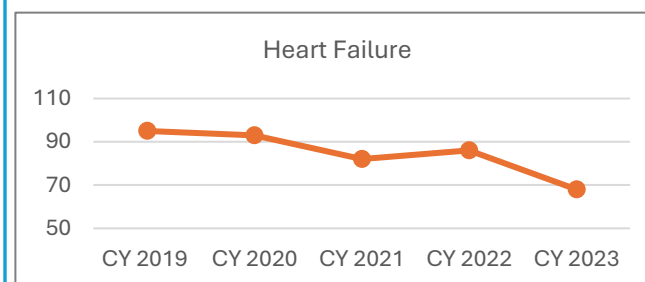
### COPD (Chronic Obstructive Pulmonary Disease)

In Chickasaw County, there was a decrease in the number of COPD patient discharges from CY 2019 - CY 2022. The numbers increased by CY 2023.<sup>13</sup>



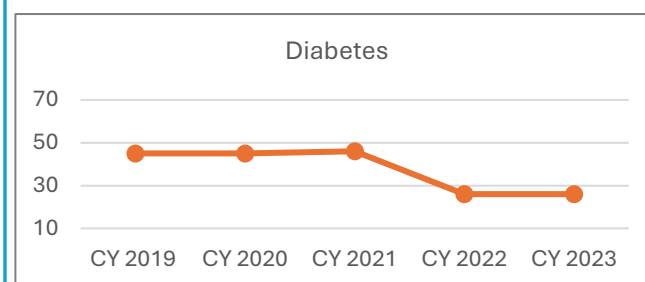
### Heart Failure

Heart failure discharges in Chickasaw County had an overall decrease from CY 2019 – CY 2023. There was an increase in discharges in CY 2022.<sup>13</sup>



### Diabetes

In Chickasaw County, the number of diabetes discharges began to decrease by CY 2022.<sup>13</sup>



### Health Disparities

#### Causes of Death

In Chickasaw County, heart disease was the top cause of death in 2022 with a total rate of 267.2 deaths per 100,000 population (Table 4). Death rates were higher for the county’s black population in the following health conditions: heart disease, Covid-19, Alzheimer’s disease, unintentional injuries, cerebrovascular disease (stroke), diabetes, chronic liver disease and cirrhosis, homicide, and septicemia. The county’s white population had higher death rates in cancer, chronic lower respiratory disease (CLRD), kidney disease, hypertension, pneumonia and influenza, birth defects, suicide, and ulcers.

Most of the rates for the Hispanic population were not included because of the instability and unreliability of the small number of health events, except for cancer mortality rates. There were 280.3 cancer deaths per 100,000 population in Chickasaw County.<sup>4</sup>

<sup>13</sup>Source: [Mississippi Hospital Association, Dimensions, CY 2019 – CY 2023](#). Reported June 2024.

Table 4. Chickasaw County Top Causes of Death, 2022

Chickasaw County (age-adjusted rate per 100,000 population, 2022)	Total Rate	White	Black
Heart Disease	267.2	230.6	340.9
Malignant Neoplasms (Cancer)	192.0	232.9	172.7
COVID-19	76.7	77.7	82.0
Alzheimer’s Disease	74.2	66.3	110.0
Unintentional Injuries	72.7	53.0	101.7
Cerebrovascular Disease	57.8	51.9	60.7
Diabetes	40.3	20.0	63.6

CLRD	38.0	51.3	19.6
Chronic Liver Disease & Cirrhosis	37.1	35.1	47.8
Homicide	36.1	0.0	79.3
Kidney Disease	33.2	38.4	25.3
Hypertension	18.2	20.2	15.7
Septicemia	17.7	5.8	51.1
Pneumonia & Influenza	15.3	25.4	0.0
Birth Defects	7.2	13.4	0.0
Suicide	6.4	13.3	0.0
Ulcers	4.5	6.7	0.0

<sup>4</sup>Source: Mississippi State Department of Health – MSTAHRS.

**Premature Deaths**

Chickasaw County has a higher number of premature deaths (14,066) compared to the state of Mississippi (12,697) and the U.S. (8,000).<sup>6</sup> The rate of premature deaths is higher in the county’s black population at 15,947 years of life lost compared to the county’s white population (13,330).<sup>6</sup> The life expectancy for residents in Chickasaw County is expected to be 72.0 years.<sup>6</sup>

**Preventable Hospital Stays**

Chickasaw County has a lower rate of preventable hospital stays at 2,744 compared to the state of Mississippi (3,423). The rate of preventable stays is higher in the county’s black population at 4,363 compared to the county’s white population (2,264).<sup>6</sup>

**Lafayette County**

The population in Lafayette County is estimated to be 58,467 and increased by 4.8% from 2020 to 2023. The racial/ethnic composition of the population is 69.2% White, 23.8% Black or African American, 0.4% American Indian and Alaska Native, 2.4% Asian, 0.1% Native Hawaiian and other Pacific Islander, 1.4% two or more races, and 3.6% Hispanic or Latino. The percentage of people under the age of 18 years old is 18.4% and people 65 years and older is 14.2%. The median age is 30.7 years.<sup>9</sup>

The ratio of population to primary care physicians is 1,422 individuals served by one provider. For dentists, the ratio is 1,987:1 and mental health providers is 143:1.<sup>6</sup> The number of people per square mile is 88.4.<sup>9</sup>

**Social Determinants of Health**

The percentage of the population under age 65 without health insurance (14.0%) is lower than the state of Mississippi. The percentage of residents aged 16 and older that are unemployed (3.2%) is lower than the state of Mississippi and nationally.<sup>6</sup> The percent of the population that lacks an adequate access to food is 13.3%, and county residents with limited access to healthy foods is 16.8%.<sup>6</sup> Persons living in poverty is 17.8% compared to 18.0% in the state.<sup>9</sup>

The median household income is \$61,736, higher than the state’s median income. Adults aged 25 years and over who completed high school or higher is 91.8%, and the percent of adults 25-44 years

with some post-secondary education is 77.0%.<sup>6</sup> The percent of graduates who earned a bachelor’s degree or higher is 45.1%.<sup>9</sup> The mean travel time to work is 21.7 minutes.<sup>9</sup>

### Health Behaviors and Factors

Lafayette County has a lower percentage of adults who are smokers (16.6%), physically inactive (26.0%), and obese (35.9%) than the state.<sup>6</sup> The age-adjusted rate for residents 18 years and older who have been told by a health care provider that they have high blood pressure is 39.4%.<sup>11</sup> The percentage with a disability under the age of 65 years is 6.8%.<sup>9</sup>

### Chronic Diseases

#### Myocardial Infarction (Heart Attack)

In Lafayette County, there was an increase in the number of heart attack patient discharges from CY 2021 – CY 2023. (Figure 10).<sup>13</sup>

#### Stroke

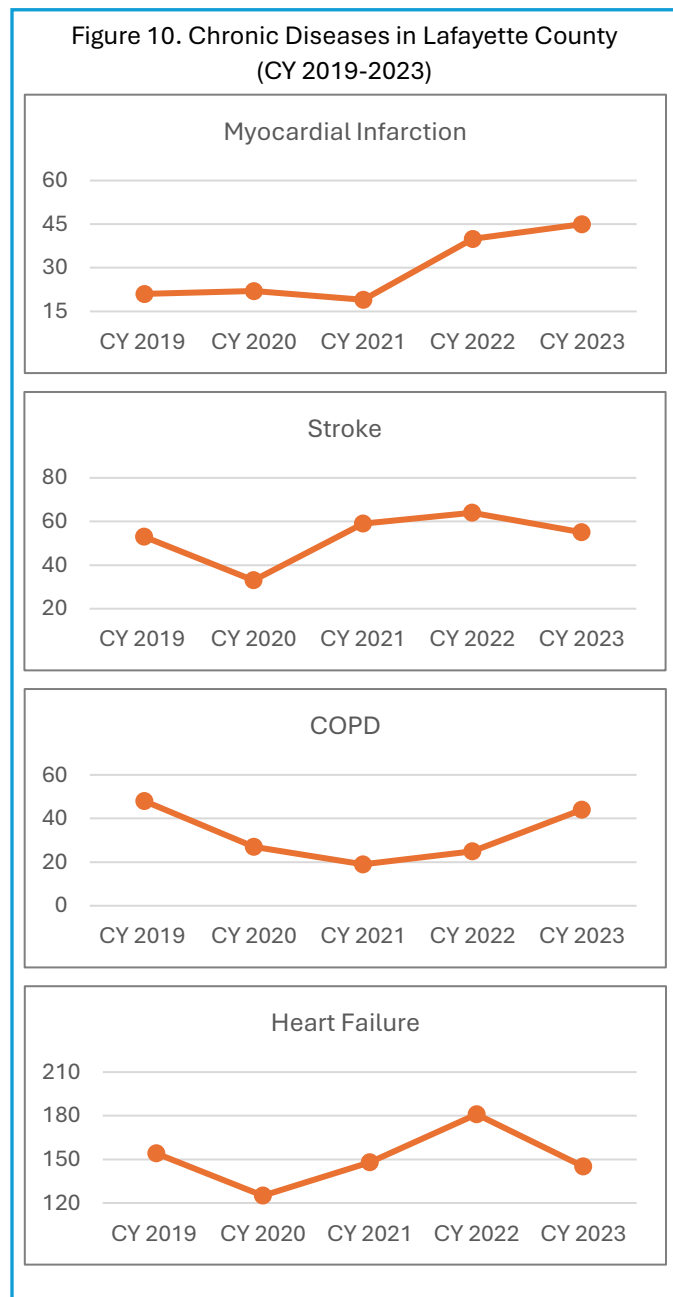
From CY 2020 – CY 2022, the number of discharged patients who had experienced a stroke in Lafayette County increased, but the numbers began decreasing by CY 2023.<sup>13</sup>

#### COPD (Chronic Obstructive Pulmonary Disease)

There was a decrease in the number of COPD patient discharges from CY 2019 – CY 2021 in Lafayette County. The numbers began increasing in CY 2022 and CY 2023.<sup>13</sup>

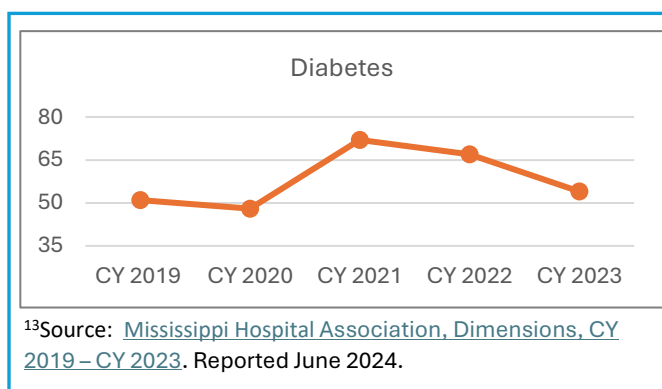
#### Heart Failure

The number of heart failure patient discharges in Lafayette County declined from CY 2019 – CY 2020 and in CY 2023. From CY 2021 – CY 2022, the numbers increased.<sup>13</sup>



## Diabetes

In Lafayette County, the number of diabetes discharges increased in CY 2021. There was a decrease in discharges in CY 2020 and from CY 2022 - CY 2023.<sup>13</sup>



## Health Disparities

### Causes of Death

In Lafayette County, heart disease was the top cause of death in 2022 with a total rate of 226.8 deaths per 100,000 population (Table 5). Death rates were higher for the county’s white population in the following health conditions: Covid-19, chronic lower respiratory disease (CLRD), suicide, chronic liver disease and cirrhosis, septicemia, certain conditions of the perinatal period, ulcers, and birth defects. The county’s black population had higher death rates in heart disease, cancer, unintentional injuries, cerebrovascular disease (stroke), Alzheimer’s disease, pneumonia and influenza, kidney disease, and diabetes.

Most of the rates for the Hispanic population were not included because of the instability and unreliability of the small number of health events, except for heart disease, suicide, and Covid-19 mortality rates. There were 193.9 heart disease, 33.0 suicide, and 137.6 Covid-19 deaths per 100,000 population in Lafayette County.

American Indian or Alaskan Native, Chinese, Japanese, Hawaiian, Filipino, and Other Asian or Pacific Islander were included in the Other category but only had death rates recorded for heart disease (134.8), cerebrovascular disease (86.2), and chronic liver disease and cirrhosis (105.6) deaths per 100,000 population.<sup>4</sup>

Table 5. Lafayette County Top Causes of Death, 2022

Lafayette County (age-adjusted rate per 100,000 population, 2022)	Total Rate	White	Black
Heart Disease	226.8	204.9	297.2
Malignant Neoplasms (Cancer)	157.9	148.0	215.1
COVID-19	74.5	79.4	45.2
Unintentional Injuries	63.8	53.7	119.2
Cerebrovascular Disease	55.0	44.4	96.0
CLRD	44.9	51.5	20.0
Alzheimer’s Disease	34.8	33.9	48.0
Diabetes	24.0	14.5	80.3
Pneumonia & Influenza	15.4	11.0	27.9
Suicide	13.4	17.9	0.0
Chronic Liver Disease & Cirrhosis	12.2	7.6	6.2
Kidney Disease	8.7	4.4	33.8
Homicide	6.0	6.1	6.1
Septicemia	4.7	6.0	0.0
Certain conditions originating in Perinatal Period	2.7	4.1	0.0
Ulcers	2.3	2.7	0.0
Birth Defects	1.5	2.1	0.0

<sup>4</sup>Source: [Mississippi State Department of Health – MSTAHRS](#).

## Premature Deaths

Lafayette County has a lower number of premature deaths (8,281) compared to the state of Mississippi (12,697) and a higher number than the U.S. (8,000).<sup>6</sup> The rate of premature deaths for the black population (11,904) is higher than the rate for the white population (6,976). The life expectancy for residents in Lafayette County is expected to be 76.4 years.<sup>6</sup>

## Preventable Hospital Stays

Lafayette County has a higher rate of preventable hospital stays at 3,547 compared to the state of Mississippi (3,423) and the U.S. (2,681). The rate of preventable stays for the black population (6,162) is higher than the rate for the white population (2,959).<sup>6</sup>

## **Lee County**

The population in Lee County is estimated to be 82,799 and decreased by 0.7% from 2020 to 2023. The racial/ethnic composition of the population is 62.6% White, 31.5% Black or African American, 0.4% American Indian and Alaska Native, 1.1% Asian, 1.6% two or more races, and 3.6% Hispanic or Latino. The percentage of people under the age of 18 years old is 24.8% and people 65 years and older is 15.9%. The median age is 38.4 years.<sup>9</sup>

The ratio of population to primary care physicians is 846 individuals served by one provider. For dentists, the ratio is 1,338:1 and mental health providers is 125:1.<sup>6</sup> The number of people per square mile is 185.2.<sup>9</sup>

## **Social Determinants of Health**

The percentage of the population under age 65 without health insurance (14.0%) is lower than the state of Mississippi. The percentage of residents aged 16 and older that are unemployed (3.3%) is lower than the state and nationally.<sup>6</sup> The percent of the population that lacks an adequate access to food is 13.3% and county residents with limited access to healthy foods is 6.9%.<sup>6</sup> Persons living in poverty is 13.5% compared to 18.0% in the state.<sup>9</sup>

The median household income is \$58,266, higher than the state's median income. Adults aged 25 years and over who completed high school or higher is 87.3%, and the percent of adults 25-44 years with some post-secondary education is 68.6%.<sup>6</sup> The percent of graduates who earned a bachelor's degree or higher is 28.3%.<sup>9</sup> The mean travel time to work is 20.8 minutes.<sup>9</sup>

## **Health Behaviors and Factors**

Lee County has a lower percentage of adults who are smokers (17.7%), physically inactive (26.7%), and obese (35.8%) than the state.<sup>6</sup> The age-adjusted rate for residents 18 years and older who have been told by a health care provider that they have high blood pressure is 38.4%.<sup>11</sup> The percentage with a disability under the age of 65 years is 10.2%.<sup>9</sup>



## Chronic Diseases

### Myocardial Infarction (Heart Attack)

In Lee County, there was a decrease in the number of heart attack patient discharges in CY 2020. The numbers increased from CY 2021 – CY 2022 (Figure 11).<sup>13</sup>

### Stroke

From CY 2019 – CY 2021, the number of discharged patients who had experienced a stroke in Lee County declined, but the numbers began increasing by CY 2022.<sup>13</sup>

### COPD (Chronic Obstructive Pulmonary Disease)

The number of COPD patient discharges decreased from CY 2019 – CY 2021 in Lee County. There was a slight increase in numbers by CY 2022 and continued rising by CY 2023.<sup>13</sup>

### Heart Failure

The number of heart failure patients in Lee County declined from CY 2019 – CY 2020. From CY 2021 – CY 2023, the number of patient discharges continued to increase.<sup>13</sup>

### Diabetes

In Lee County, the number of diabetes discharges declined from CY 2019 – CY 2021 but began increasing by CY 2022.<sup>13</sup>

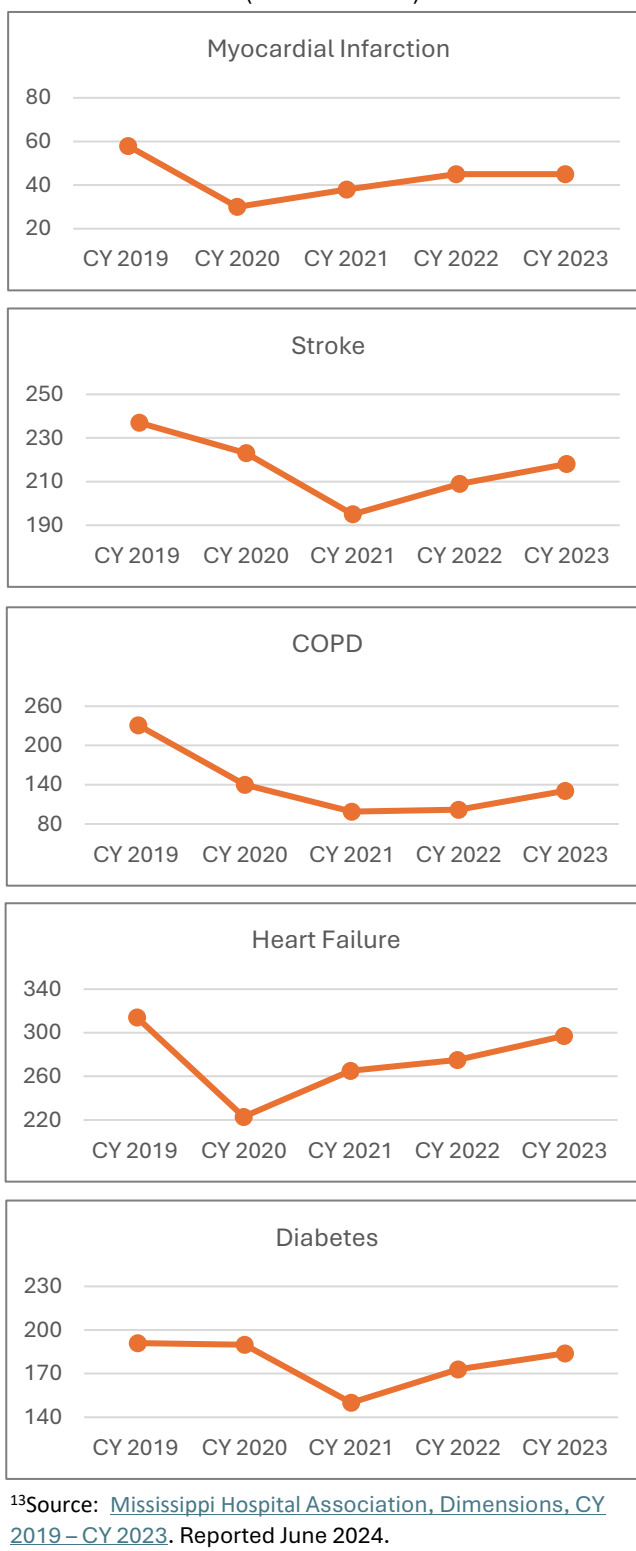
## Health Disparities

### Causes of Death

In Lee County, heart disease was the top cause of death in 2022 with a total rate of 199.8 deaths per 100,000 population (Table 6). Death rates were higher for the county's black population in heart disease as well as the following health conditions:

Alzheimer's disease, cerebrovascular disease (stroke), hypertension, diabetes, certain conditions originating in the perinatal period, kidney disease, and homicide. The county's white population had higher death rates in cancer,

Figure 11. Chronic Diseases in Lee County (CY 2019-2023)



<sup>13</sup>Source: [Mississippi Hospital Association, Dimensions, CY 2019 – CY 2023](#). Reported June 2024.

Covid-19, unintentional injuries, chronic lower respiratory disease (CLRD), chronic liver disease and cirrhosis, suicide, pneumonia and influenza, septicemia, birth defects, and ulcers.

Most of the rates for the Hispanic population were not included because of the instability and unreliability of the small number of health events, except for cancer (110.5), heart disease (135.4), and certain conditions originating in the perinatal period (28.8) deaths per 100,000 population.<sup>4</sup>

American Indian or Alaskan Native, Chinese, Japanese, Hawaiian, Filipino, and Other Asian or Pacific Islander were included in the Other category but only had death rates recorded for Covid-19 (51.8), heart disease (119.4), hypertension (39.3), cerebrovascular disease and Alzheimer’s disease (80.1), and homicide (42.4).<sup>4</sup>

Table 6. Lee County Top Causes of Death, 2022

<b>Lee County</b> (age-adjusted rate per 100,000 population, 2022)	<b>Total Rate</b>	<b>White</b>	<b>Black</b>
Heart Disease	199.8	185.7	246.0
Malignant Neoplasms (Cancer)	191.2	202.8	149.4
COVID-19	74.6	74.7	66.9
Alzheimer’s Disease	69.4	68.3	70.4
Unintentional Injuries	67.6	77.6	43.0
CLRD	65.4	73.1	42.5
Cerebrovascular Disease	60.9	55.3	92.2
Hypertension	32.0	24.3	59.3
Diabetes	25.7	21.0	35.6
Chronic Liver Disease & Cirrhosis	21.0	22.9	16.0
Suicide	19.5	30.4	0.0
Pneumonia & Influenza	11.5	12.8	7.7
Septicemia	10.4	12.2	3.2
Certain Conditions Originating in Perinatal Period	8.0	7.3	9.7
Kidney Disease	7.7	7.8	9.3
Homicide	7.4	2.4	13.9
Birth Defects	1.3	2.4	0.0
Ulcers	1.1	1.4	0.0

<sup>4</sup>Source: Mississippi State Department of Health – MSTAHRs.

### Premature Deaths

Lee County has a lower number of premature deaths (12,135) compared to the state of Mississippi (12,697) and a higher number than the U.S. (8,000).<sup>6</sup> The rate of premature deaths for the county’s black population (16,282) is higher than the rate for the county’s white population (10,020). Rates for the Hispanic population are not included because of the instability and unreliability of the small number of health events. The life expectancy for residents in Lee County is expected to be 72.4 years.<sup>6</sup>

### Preventable Hospital Stays

Lee County has a lower rate of preventable hospital stays at 2,715 compared to the state of Mississippi (3,423) and a higher rate than the U.S. (2,681). Preventable hospital stays are larger in

the county's black population (4,417) compared to the county's white population (2,414). Rates for the Hispanic population are not included.<sup>6</sup>

## **Pontotoc County**

The population in Pontotoc County is estimated to be 31,535 and increased by 1.1% from 2020 to 2023. The racial/ethnic composition of the population is 75.0% White, 16.4% Black or African American, 0.6% American Indian and Alaska Native, 0.4% Asian, 0.1% Native Hawaiian and other Pacific Islander, 1.8% two or more races, and 7.2% Hispanic or Latino. The percentage of people under the age of 18 years old is 25.8% and people 65 years and older is 15.6%. The median age is 35.7 years.<sup>9</sup>

The ratio of population to primary care physicians is 5,241 individuals served by one provider. For dentists, the ratio is 10,463:1 and mental health providers is 2,616:1.<sup>6</sup> The number of people per square mile is 62.6.<sup>9</sup>

### **Social Determinants of Health**

The percentage of the population under age 65 without health insurance (17.8%) is higher than the state of Mississippi and the U.S. The percentage of residents aged 16 and older that are unemployed (3.5%) is lower than the state and nationally.<sup>6</sup> The percent of the population that lacks an adequate access to food is 14.5%, and county residents with limited access to healthy foods is 6.2%.<sup>6</sup> Persons living in poverty is 17.6% compared to 18.0% in the state.<sup>9</sup>

The median household income is \$51,086, lower than the state's median income. Adults aged 25 years and over who completed high school or higher is 80.1%, and the percent of adults 25-44 years with some post-secondary education is 63.3%.<sup>6</sup> The percent of graduates who earned a bachelor's degree or higher is 17.9%.<sup>9</sup> The mean travel time to work is 27.2 minutes.<sup>9</sup>

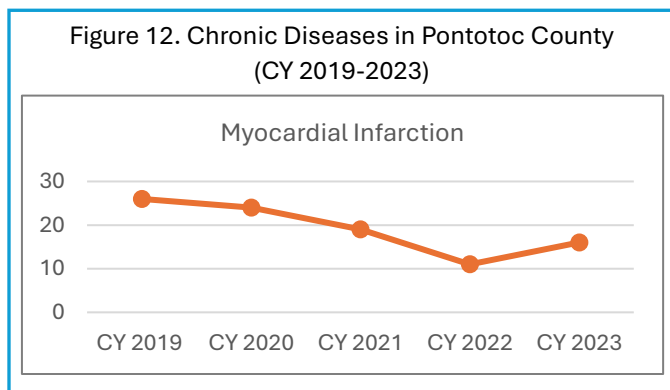
### **Health Behaviors and Factors**

Pontotoc County has a lower percentage of adults who are smokers (19.8%), physically inactive (29.8%), and obese (39.1%) than the state.<sup>6</sup> The age-adjusted rate for residents 18 years and older who have been told by a health care provider that they have high blood pressure is 38.3%. The percentage with a disability under the age of 65 years is 13.2%.<sup>9</sup>

### **Chronic Diseases**

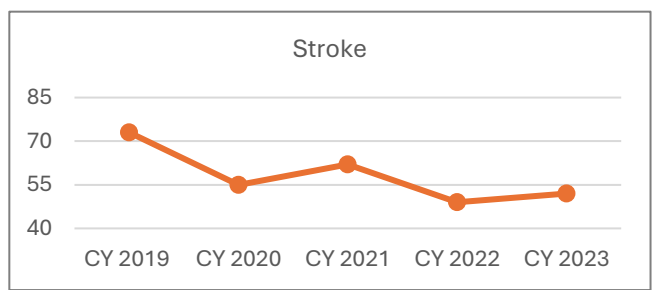
#### **Myocardial Infarction (Heart Attack)**

In Pontotoc County, the number of heart attack patient discharges decreased from CY 2019 - 2022. The numbers began increasing by CY 2023 (Figure 12).<sup>13</sup>



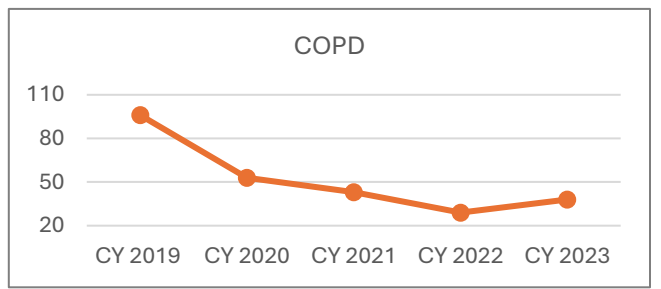
## Stroke

The number of discharged patients who experienced a stroke in Pontotoc County increased in CY 2021 and CY 2023. The numbers decreased in CY 2020 and CY 2022.<sup>13</sup>



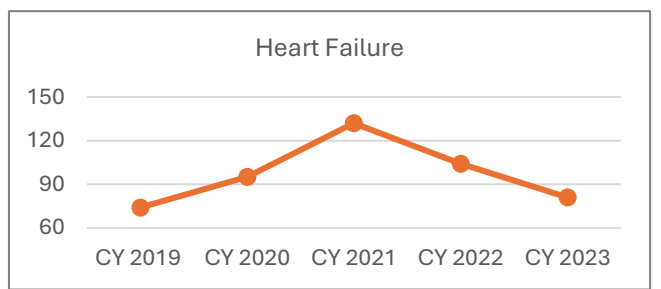
## COPD (Chronic Obstructive Pulmonary Disease)

There was an overall decrease in the number of COPD patient discharges from CY 2019 – CY 2023 in Pontotoc County. A slight increase occurred in CY 2023.<sup>13</sup>



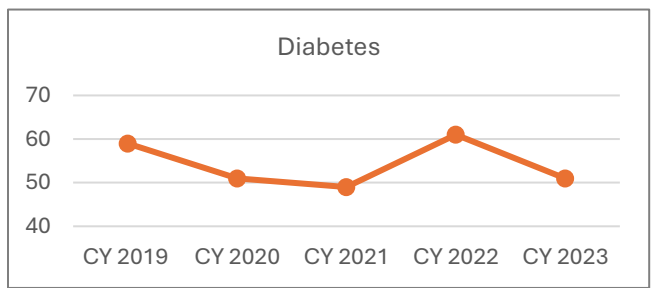
## Heart Failure

The number of heart failure patient discharges in Pontotoc County increased from CY 2019 – CY 2021 and then declined from CY 2022 – CY 2023.<sup>13</sup>



## Diabetes

In Pontotoc County, the number of diabetes discharges declined from CY 2019 – CY 2021. There was an increase in the number of diabetic discharges in CY 2022.<sup>13</sup>



## Health Disparities

### Causes of Death

In Pontotoc County, cancer was the top cause of death in 2022 with a total rate of 189.2 deaths per 100,000 population (Table 7). Death rates were higher for the county's white population in cancer as well as the

<sup>13</sup>Source: [Mississippi Hospital Association, Dimensions, CY 2019 – CY 2023](#). Reported June 2024.

following health conditions: Covid-19, unintentional injuries, chronic lower respiratory disease (CLRD), Alzheimer's disease, cerebrovascular disease (stroke), suicide, hypertension, certain conditions originating in the perinatal period, septicemia, pneumonia and influenza, and birth defects. The county's black population had higher death rates in heart disease, diabetes, homicide, kidney disease, and chronic liver disease and cirrhosis.

Most of the rates for the Hispanic population were not included because of the instability and unreliability of the small number of health events, except for Covid-19 (214.8), cancer (301.4), heart disease (77.2), and unintentional injuries (63.9) per 100,000 population.<sup>4</sup>

Death rates for Other only included septicemia at 168.5 deaths per 100,000 population.<sup>4</sup>

Table 7. Pontotoc County Top Causes of Death, 2022

<b>Pontotoc County</b> (age-adjusted rate per 100,000 population, 2022)	<b>Total Rate</b>	<b>White</b>	<b>Black</b>
Malignant Neoplasms (Cancer)	189.2	202.3	103.6
Heart Disease	171.5	169.0	190.8
COVID-19	89.8	98.5	39.1
Unintentional Injuries	87.4	102.9	15.2
CLRD	84.1	91.5	55.1
Alzheimer’s Disease	70.4	74.7	56.8
Cerebrovascular Disease	47.7	52.7	28.4
Diabetes	24.3	22.0	43.6
Homicide	18.3	9.2	65.2
Kidney Disease	17.0	12.6	39.1
Chronic Liver Disease & Cirrhosis	14.5	10.5	37.8
Suicide	11.5	14.1	0.0
Hypertension	8.4	9.9	0.0
Certain Conditions Originating in Perinatal Period	3.3	4.3	0.0
Septicemia	3.1	3.7	0.0
Pneumonia & Influenza / Birth Defects	2.3	2.7	0.0

<sup>4</sup>Source: Mississippi State Department of Health – MSTAHRS.

### Premature Deaths

Pontotoc County has a lower number of premature deaths (11,028) compared to the state of Mississippi (12,697) and a higher rate than the U.S. (8,000).<sup>6</sup> The rate of premature deaths for the county’s black population (11,389) is slightly higher than the rate for the county’s white population (11,179). Rates for the Hispanic population are not included because of the instability and unreliability of the small number of health events. The life expectancy for residents in Pontotoc County is expected to be 73.4. years.<sup>6</sup>

### Preventable Hospital Stays

Pontotoc County has a slightly lower rate of preventable hospital stays at 3,225 compared to the state of Mississippi (3,423) and a higher rate than the U.S. (2,681). Preventable hospital stays are higher in the black population (4,012) compared to the white population (3,151). Rates for the Hispanic population are not included.<sup>6</sup>

### **Union County**

The population in Union County is estimated to be 28,284 and increased by 1.8% from 2020 to 2023. The racial/ethnic composition of the population is 76.9% White, 15.9% Black or African American, 0.4% American Indian and Alaska Native, 0.9% Asian, 0.1% Native Hawaiian and other Pacific Islander, 1.8% two or more races, and 4.9% Hispanic or Latino. The percentage of people under the age of 18 years old is 24.9% and people 65 years and older is 16.8%. The median age is 38.6 years.<sup>9</sup>

The ratio of population to primary care physicians is 2,795 individuals served by one provider. For dentists, the ratio is 2,163:1 and mental health providers is 2,813:1. The number of people per square mile is 66.8.<sup>9</sup>

### Social Determinants of Health

The percentage of the population under age 65 without health insurance (17.0%) is higher than the state of Mississippi and the U.S. The percentage of residents aged 16 and older that are unemployed (2.9%) is also lower than the state and nationally.<sup>6</sup> The percent of the population that lacks an adequate access to food is 14.3%, and county residents with limited access to healthy foods is 5.7%.<sup>6</sup> Persons living in poverty is 13.8% compared to 18.0% in the state.<sup>9</sup>

The median household income is \$56,050, higher than the state’s median income. Adults aged 25 years and over who completed high school or higher is 77.6%, and the percent of adults 25-44 years with some post-secondary education is 50.0%.<sup>6</sup> The percent of graduates who earned a bachelor’s degree or higher is 17.7%.<sup>9</sup> The mean travel time to work is 24.5 minutes.<sup>9</sup>

### Health Behaviors and Factors

Union County has a higher percentage of adults who are smokers (21.0%), physically inactive (31.1%), and obese (41.0%) than the state and nationally.<sup>6</sup> The age-adjusted rate for residents 18 years and older who have been told by a health care provider that they have high blood pressure is 37.8%. The percentage with a disability under the age of 65 years is 15.2%.<sup>9</sup>

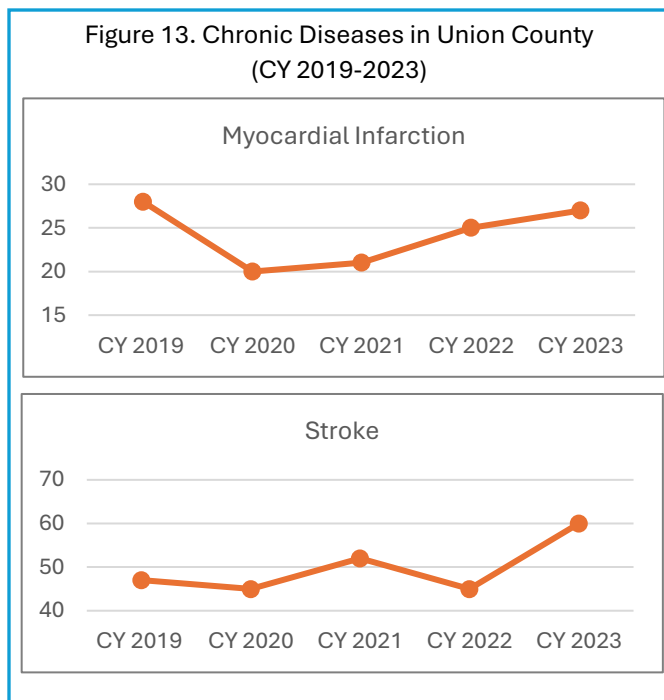
### Chronic Diseases

#### Myocardial Infarction (Heart Attack)

In Union County, the number of heart attack patient discharges decreased in CY 2020 but increased from CY 2021 - CY 2023 (Figure 13).<sup>13</sup>

#### Stroke

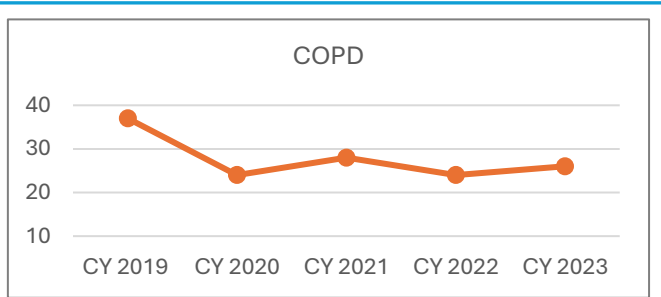
The number of discharged patients who experienced a stroke in Union County had an increase in CY 2021 and CY 2023. Stroke discharges decreased in CY 2020 and CY 2022.<sup>13</sup>





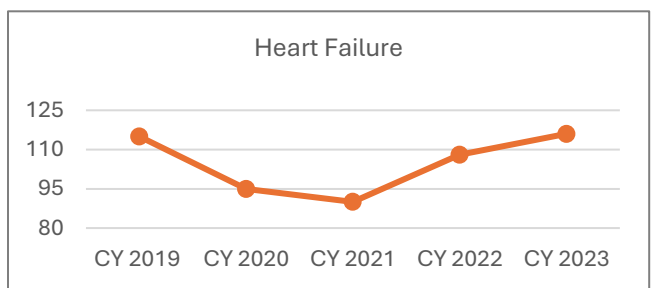
### COPD (Chronic Obstructive Pulmonary Disease)

The number of discharged patients with COPD in Union County decreased in CY 2020 and CY 2022 but increased in CY 2021 and CY 2023.<sup>13</sup>



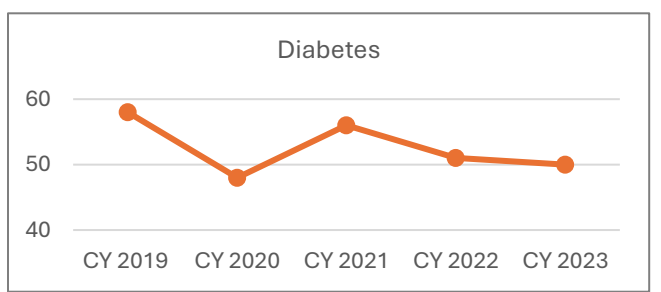
### Heart Failure

The number of heart failure patient discharges in Union County decreased from CY 2019 – CY 2021. The numbers increased from CY 2022 – CY 2023.<sup>13</sup>



### Diabetes

There was a decrease in the number of diabetes discharges from CY 2019 – CY 2021 in Union County. The numbers increased from CY 2022 – CY 2023.<sup>13</sup>



<sup>13</sup>Source: [Mississippi Hospital Association, Dimensions, CY 2019 – CY 2023](#). Reported June 2024.

### Health Disparities

#### Causes of Death

In Union County, heart disease was the top cause of death in 2022 with a total rate of 250.3 deaths per 100,000 population (Table 8). Death rates were higher for the county’s black population in heart disease as well as the following health conditions: unintentional injuries, cerebrovascular disease (stroke), chronic liver disease and cirrhosis, diabetes, hypertension, and certain conditions originating in the perinatal period. The county’s white population had higher death rates in cancer, Covid-19, chronic lower respiratory disease (CLRD), Alzheimer’s disease, pneumonia and influenza, kidney disease, septicemia, suicide, homicide, and birth defects.

Most of the rates for the Hispanic population were not included because of the instability and unreliability of the small number of health events, except for chronic liver disease and cirrhosis (126.4) and unintentional injuries (204.6) per 100,000 population.<sup>4</sup>

Death rates for Other only included septicemia at 171.1 deaths per 100,000 population.<sup>4</sup>

Table 8. Union County Top Causes of Death, 2022

Union County (age-adjusted rate per 100,000 population, 2022)	Total Rate	White	Black
Heart Disease	250.3	250.4	283.8
Malignant Neoplasms (Cancer)	169.1	179.6	91.9
Unintentional Injuries	84.1	79.1	109.4
COVID-19	62.1	63.6	48.9
CLRD	55.2	57.9	38.0

Cerebrovascular Disease	48.7	48.8	62.2
Chronic Liver Disease & Cirrhosis	31.8	31.3	37.4
Alzheimer’s Disease	26.7	30.3	0.0
Diabetes	16.8	13.6	37.4
Pneumonia & Influenza	14.0	15.9	0.0
Kidney Disease	11.0	12.6	0.0
Hypertension	8.9	6.7	31.0
Septicemia	8.3	9.6	0.0
Certain Conditions Originating in Perinatal Period	8.0	5.4	18.3
Suicide	6.7	8.0	0.0
Homicide	4.7	5.8	0.0
Birth Defects	4.0	5.4	0.0

<sup>4</sup>Source: Mississippi State Department of Health – MSTAHRs.

**Premature Deaths**

Union County has a lower number of premature deaths (11,051) compared to the state of Mississippi (12,697) and a higher rate than the U.S. (8,000).<sup>6</sup> The rate of premature deaths for the county’s black population (14,289) is higher than the rate for the county’s white population (10,745).<sup>6</sup> Rates for the Hispanic population are not included because of the instability and unreliability of the small number of health events. The life expectancy for residents in Union County is expected to be 73.8 years.<sup>6</sup>

**Preventable Hospital Stays**

Union County has a lower rate of preventable hospital stays at 2,327 compared to the state of Mississippi (3,423) and the U.S. (2,681). Preventable hospital stays are lower in the county’s black population (1,740) compared to the county’s white population (2,375). Rates for the Hispanic population are not included.<sup>6</sup>

## Actions Taken Since 2022 CHNA

North Mississippi Health Services has continued to reach the goals outlined in the previous Community Health Needs Assessment with a focus on several priority areas identified from the community surveys and secondary sources. Some of these areas included affordable health services, mental health, health education/resources and preventive services, more specialty services/health care providers, health and wellness, and access to care.

Below is a listing of community activities and mission-centric events that NMHS hosted or participated in consistent with its vision of providing the best patient- and family-centered care and health services in America (Table 9).

Table 9. NMMC-Pontotoc Activities, Awards and Events 2022 - 2024

Date	Community Activities	Total Participants
Daily	Nurse Link – available 24 hrs./day, 7 days a week	720K
Monthly	Volunteers make pillowcases & blankets for pediatric patients	15-20
2022 - 2023	Weight Loss Support Group – Bariatric Center (online mthly)	200
2022 - 2023	Parkinson’s Support Group meetings (2nd Monday/month)	60/yr.
2022 - 2024	Run for Your Buns Colon Cancer Awareness 5K Run (annually)	150 - 225
2022 - 2024	NE MS Addiction Summit (presenters & sponsors) – United Way	140+
2022 - 2024	Take a Swing at Cancer event (annually)	1,000 - 1,250
2022 - 2024	Cancer Journey Support Group (3 <sup>rd</sup> Tuesday/month)	10-18 avg/mo.
2022 - 2024	Camp Bluebird for adult cancer survivors	50+
Aug. 2022 - 2024	NMMC Outcomes Conference (annually)	200+
3/9/2022	Region III Mental Health –Intensive Outpatient Program for seniors’ education	60
3/31/2022	Taste of Tupelo event	1,000+
May – June 2022	Hypertension flyers/PowerPoint distributed & viewed	37K
June 2022	NMMC & HCF awarded scholarships to students	14
June 2022	Plant Forward: Improving Your Diet One Plant at a Time	32
Summer 2022	HCF spoke to middle/high school & community college about leadership & mental health	Multiple classes
July 2022	Sweet Like Sugar free classes	31
Sep. 2022	NMHS employees & HCF donated bottled water to Salvation Army	341 cases
9/12/2022	Swings for Scholarships Golf Tournament - HCF	100
10/10/2022	Cooking and Coping Community Education - Pontotoc Sassy Seniors	17
10/14/2022	Methodist Senior Services 60th Anniversary Senior Caregiver Fair	300
10/21/2022	New Albany health and rehab employee skills training- mental health education for caregivers	150
10/21/2022	Life Core Health Fair in Pontotoc	30
Nov. 2022	Coping Skills Education – seniors-community education for geriatric mental health needs (4 locations)	65
11/8/2022	VFW Mental Health Matters	40
Nov. – Dec. 2022	Hypertension video on Employee TV, social media & local news station	Community-wide
12/13/2022	All About Cataracts free class	30
12/16/2022	Pontotoc Lift Seniors- Holiday stress education	17

2023	NMMC's Sports Medicine Program provided free sports physicals to athletes from 12 area high schools	1,496
2023	Exercising Before & After Weight Loss – Webex classes	15
2023	Parkinson's Tai Chi class – Wellness Center	480
2023	Managing Congestive Heart Failure free community program	15
Jan. 2023	Promote awareness of Swing Bed Services for area assisted livings	138
2/20/2023	Seasonal Depression Disorder - Mitchell Center and Magnolia Manor	57
2/21/2023	Heart Healthy Breakfast Choices program	40
3/21/2023	WTVA Health fair	1,000+
3/24/2023	Special Olympics Tupelo	400+
4/17/2023	Oxford Mental Health Breakfast –mental health CPR	42
Apr. 2023	Education on dementia and music memories (3 locations)	53
4/20/2023	Methodist Senior Services “Tailgate” and Parade	600
5/27/2023	Just Exercise for Fun memorial event	75
6/13/2023	Magnolia Manor – education on dementia signs	35
6/16/2023	Avonlea Assisted Living Family Fun Day	70+
6/21/2023	Sherman Library Education – Senior Adult internet safety	13
July 2023	Hosted Trivia for Magnolia Manor (7/31) Mitchell Center (7/19) & Traceway Manor (7/20)	65
7/5/2023	Pontotoc Ag Center S.A.L. T. Senior Fair	250+
7/13/2023	Triad Senior Health fair	50
7/21/2023	Total Care Health Fair at library	40
8/2/2023	Pontotoc County Chamber of Commerce Annual Picnic	150
8/14/2023	Calhoun City Library – cooking and coping skills education	8
8/4/2023	Oxford Elderlaw Conference-education for mental health professionals of Pontotoc IOP program	200+
8/26/2023	NMMC Women's Center Wonderful Beginnings Baby Fair	500+
9/7/2023	Ecru City Hall – education on Pontotoc ER and Senior IOP Mental Health program	6
9/19/2023	WTVA Fall Senior Fair	800+
10/14/2023	Pontotoc Hospital Platinum Jubilee Community Event	150(+)
10/24/2023	Swings for Scholarships Golf Tournament	100
10/28/2023	Hope Continues 5K run – breast cancer awareness	686
11/8/2023	Pontotoc Sassy Senior – education on geriatric mental health and wellness	25
11/15/2023	Pontotoc VFW American Legion Healthcare Showcase	50
12/4/2023	Pontotoc Christmas Parade – information on NMMC- Pontotoc services	600+
12/6/2023	New Albany Zesty Zeniors Community Center- education on depression	17
12/12/2023	Pontotoc Guest Speaker – education on Pontotoc Hospital services	25
2023 - 2024	Wonderful Beginnings classes for expecting parents – Women's Hospital (Infant CPR - 47, grandparenting class - 1, breastfeeding/ support group - 27, labor & delivery - 122, preparing for birth - 36, sibling class - 7)	240
Jan. 2024	NMHS & Aetna offered new HMO plan for Medicare beneficiaries	40
Jan. - July 2024	Weight Loss Support Group – NMMC Bariatric Center (online mthly)	114
Jan. - July 2024	Exercise and Weight Loss Surgery – Webex – Wellness Center	25
Feb. 2024	Senior Education and Awareness of Depression and SADD (5 locations)	125
2/7/2024	Managing Congestive Heart Failure free community program at Wellness Center	20
2/28/2024	Aetna Health Fair	100

3/6/2024	Opioid Conference	100
3/13/2024	Zesty Zeniors New Albany – Education on positive coping skills for seniors and hospital resources	15
3/25/2024	The Mitchell Center Speaking event on stress and depression	25
3/26/2024	WTVA Spring Senior Health Fair	300
5/19/2024	Athletic Trainer Student Athlete Physicals (annually)	350+
<b>Date</b>	<b>Social Media Activities</b>	<b># of Views</b>
	<b>Facebook (Meta)</b>	
Oct. 2021	Diet tips to lower risk of breast cancer	2.6K
10/26/2021	Neurology Consultants services highlighted	7.9K
10/27/2021	Breast Cancer Journey feature stories	24.6K
Oct. - Nov. 2021	Saturday Sports Injury Clinic	10.9K
Oct. - Nov. 2021	Cancer survivor feature stories	6.8K
11/10/2021	Live from Children's Clinic Downtown with Matt Laubhan	9.3K
11/26/2021	Joshua Reed's organ donor story video	11.7K
12/2/2021	Joshua's story full interview	25.5K
12/22/2021	Flu cases on the rise WASH YOUR HANDS jingle	6.8K
12/24/2021	Say No to a blue Christmas blog	1.4K
12/27/2021	Spread good will not the flu	6.5K
12/28/2021	Update from Dr. Blanchard COVID-19 update	26.9K
2022	Weight loss surgery features	78.4K
1/1/2022	Exercise as Lifestyle by Dr. Craig Moffett blog	3.3K
1/6/2022	NMHS reopens Drive Thru Testing site for COVID-19	17.8K
1/13/2022	NMMCI has over 50 clinics to serve MS & AL	7.1K
1/25/2022	Message from Dr. Blanchard "Right Place, Right Care"	32.9K
1/31/2022	Dr. Ned Miller offers guidance to anyone pursuing Health care	1.6K
3/2/2022	Grief Support During a pandemic	5.5K
3/18/2022	Mix tape colon cancer awareness post	22.4K
4/1/2022	Joshua's story about his donated organs saving others	6.4K
4/25/2022	Mackenzie Copeland's story about NMMC Rehab Institute	2.7K
4/28/2022	"Why am I still required to mask?" message from Dr. Blanchard	6.1K
6/11/2022	Get Enough Sleep program to prevent diabetes	1.6K
6/18/2022	Track your activity to lower your risk of diabetes/weight problems	1.2K
6/25/2022	Diabetes Prevention video "Eating Well Away from Home"	1.2K
7/20/2022	Sweet Like Sugar event by Emily Littlejohn	1.4K
8/3/2022	Cheri Harbour presents helpful tips for Low Vision sufferers	6.0K
8/22/2022	Amy Tate gets physical therapy after bad fall	11.0K
9/7/2022	Hospice volunteers are special at end of life	4.0K
9/8/2022	Outpatient Infusion Team big help in recovering from COVID-19	8.2K
9/23/2022	Dr. Southward discusses Saturday Morning Injury Clinic	1.6K
9/30/2022	Dr. Drew Blackstock talks about recovery looks different for all	1.7K
10/3/2022	Med ed program" Nipple Sparing Mastectomy: A Team Approach"	9.6K
10/26/2022	Sober October with Dr. Drew Blackstock	1.3K
10/28/2022	Bariatric Center providers discuss advancements	5.4K
11/9/2022	NMMC Bariatric Center wins weight war for 15 years	7.4K
11/11/2022	Sisters get mammograms and saves their lives	3.1K
11/15/2022	Kalisa Mickell, NP explains "The Silent Killer"	2.4K
11/23/2022	Clara Hughes ditches glasses after cataract surgery	10.0K
11/24/2022	Kline family grateful for NMMC's care for son	18.2K
12/11/2022	Dr Pickering has free program about Cataracts	4,300
2023	Weight loss surgery patient features	327.7K
Jan. 2023	What's Your Why? Weight loss push	2.6K

1/1/2023	If weight loss is your New Year's Resolution...	2.2K
1/2/2023	Dr Julie Palmer offers ideas to improve health	7.9K
1/4/2023	Wellness Center joining tips and specials	4.0K
1/5/2023	Why I support Organ Donation feature	9.2K
1/6/2023	WTVA spot about CPR training	6.2K
1/6/2023	Quiz for weight loss surgery eligibility	4.0K
1/11/2023	Dr Cauthen talks about weight loss surgery	13.1K
1/12/2023	WTVA spoke about nursing demand after COVID-19	1.9K
1/16/2023	Dr Pinson comments on weight loss surgery	8.4K
1/18/2023	End of life discussion Blog	6.3K
1/25/2023	Weight Loss surgery blog	2.8K
Feb. 2023	Heart patient feature stories	79.3K
Feb. 2023	NMMC Home Health & Hospice Grief support group	6.9K
2/9/2023	Dr. Bertolet blog about losing 10% body weight	3.3K
2/10/2023	Heart disease Blog	1.1K
2/11/2023	Free blood pressure screenings	1.2K
2/12/2023	Evan Gault talks about healthy breakfast at the Wellness Center	2.3K
2/14/2023	What you eat matters - for heart health	1.5K
2/15/2023	Cheri Harbor visits WTVA to discuss support group	1.2K
2/15/2023	How to prevent cardiac death with Dr Bertolet - blog	1.2K
2/17/2023	Dietician checks in of New Year's resolutions	1.3K
2/18/2023	Evan Gault advises healthy breakfast foods	3.2K
2/19/2023	Blog with info on Low Vision	1.8K
2/20/2023	WCBI New explores what's involved in Heart Screening	1.2K
2/22/2023	DJ shared Heart Health Breakfast Choices program	2.7K
2/23/2023	Heart failure blog by Jan Starling, RN	1.8K
2/27/2023	A-fib blog by Dorothy Wilson, NP	2.2K
Feb. - June 2023	Cataract surgery features	78.3K
Feb. - Nov. 2023	Danger Ahead sign for Heart screenings	10.5K
Feb. - Dec. 2023	Preparing for Birth Class information	11.3K
Mar. 2023	Dr Pinson Facebook Live talking about weight loss surgery	7.1K
3/8/2023	Facebook Live Dr Cauthen on weight loss surgery	3.4K
3/8/2023	Emily Littlejohn urges people to drink more water	2.1K
3/14/2023	Laser Cataract Surgery Blog by Dr. Pickering	2.3K
3/15/2023	Colon cancer survivor Tammy McCalpin w/friends	6.4K
3/15/2023	Weight loss success video of testimonies	1.9K
3/16/2023	Colorectal cancer prevention w/ Dr. Decker	2.2K
3/20/2023	Ava Scott's therapy story	10.3K
3/21/2023	Conversations Before the Crisis info	3.5K
3/24/2023	Mindful eating Blog	1.9K
Apr. 2023	Colon Cancer Screening - Remember this?	5.4K
4/4/2023	Reflections on COVID-19 by Dr. Bhatt blog	1.6K
4/10/2023	Pete Cobb Knee replacement surgery feature	9.1K
4/11 & 6/29/2023	Mary Rainwater story re gas station heroin	6.3K
4/18/2023	NMMC Hosts Mentorship Academy for high school students	20.4K
4/19/2023	NMMC-luka & Air Evac Life team teach Seat Belt Safety to students	6.2K
May 2023	Blood pressure checks push	3.5K
May 2023	Short videos for cancer survivors to inspire others	8.7K
5/3/2023	Palliative Care Team offer Conversation B4 the Crisis	1.6K
5/5/2023	Cinco de Mayo let's taco about stroke	3.7K
5/11/2023	Use letters F>A>S>T> to spot a stroke	4.5K
5/12/2023	Dr. McComb's article published in Advances in Skin & Wound Care	14.3K



5/19/2023	Anxiety pitfalls Blog	3.5K
5/25/2023	Check-up from neck up tests for Mental Health online	2.0K
5/25/2023	Annette French suffers stroke but recovers after amputation	21.1K
5/31/2023	Blog about depression and symptoms	1.8K
May - June 2023	Basic Steps of Infant CPR class	22.9K
6/1/2023	Cancer Survivor video call	5.9K
6/1/2023	Survivor to Survivor video cancer survivors	45.5K
6/6/2023	Memory loss & dementia blog	3.9K
6/12/2023	Dr. Boland speaks about anatomy of the heart at lunch event	30.0K
6/13/2023	Grief Support Hospice nurse talks about holidays and special occ.	2.1K
6/15/2023	Difficulty concentrating? Blog	6.0K
6/15/2023	Virtual Nurses Improving Patient Education, Satisfaction	10.1K
6/16/2023	Robotic Surgery transforming health care	57.4K
6/25/2023	Summer Salad recipes from Emily Littlejohn, dietician	5.7K
6/27/2023	5 Students in Physician Shadowing Program	18.5K
7/13/2023	Build best summer salad with Emily Littlejohn	6.6K
7/25/2023	Smoothie recipes shared by Emily Littlejohn, dietitian	8.8K
7/26/2023	Learn about PAD and leg pain	7.5K
7/27/2023	Watch for heat-related illness when back to school	6.9K
7/28/2023	Justin Brewer, MD discusses high risk pregnancy blog	3.4K
8/2/2023	Dr. Ladner speaks about Early Pregnancy: What to Expect	3.3K
8/3/2023	Rachel Ethridge gets neck relief through dry needling	6.1K
8/8/2023	Storing up fruits and veggies blog	4.4K
8/9/2023	Eating for two nutrition blog	3.7K
Aug. - Sep. 2023	Helpful hints on using CPAP/BIPAP	8.4K
8/23/2023	Webster Long Term Care residents share their wisdom	21.4K
9/7/2023	Where to go for your flu shot...	3.9K
9/14/2023	Stay Active blog with Dr. Christopher Richard	5.6K
9/15/2023	Dr. Nathaniel Sparks covers Belmont Family Medical Clinic	5.7K
9/18/2023	Dr. Benjamin Googe Feature at N MS Plastic Surgery	8.7K
9/26/2023	Dr. Brent Boyett shares about Natl Recovery Month	2.1K
9/29/2023	Hey Girl Get Squeezed for Breast Cancer	10.7K
Sep. - Dec. 2023	Outpatient Rehab story features	53.5K
Sep. - Dec. 2023	Know Where to Go	16.6K
10/1/2023	Sober October with Dr. Boyett's pledge of abstinence	1.7K
10/2/2023	Dr. Kevin Johnson lets you know where it is best to get care	9.1K
10/3/2023	Get mammogram encourages others	30.2K
10/3/2023	Dr. Drew Blackstock commits to help those with substance abuse	1.9K
10/5/2023	Where to go for your flu shot...	2.5K
10/6/2023	Breast Cancer Surgery blog w/Dr. Danny Sanders	9.3K
10/20/2023	Schedule your mammogram	1.6K
10/20/2023	Think mammograms are too far away? 3-D screening	3.2K
10/23/2023	Sudden Infant Death Syndrome (SIDS) causes death among infants	2.6K
10/24/2023	Women: If you've ever been told you have "dense breasts"	1.5K
10/26/2023	A 3-D screening mammogram is ordered for women	1.8K
10/31/2023	3-D screening mammography available	1.0K
Oct. - Nov. 2023	Breast Cancer features	21.2K
Oct. - Dec. 2023	Medicare plan features	21.2K
11/8/2023	Butch Palmer After suffering his first stroke	8.9K
11/9/2023	ABUS, what you need to know	2.0K
11/22/2023	Understanding your risk factors helps prevent lung cancer	2.9K
11/28/2023	Patients diagnosed with lung cancer have a team	18.0K

11/30/2023	Lung cancer screening can detect early lung cancers	2.1K
12/4/2023	Screening can help catch lung cancer at its earliest, most treatable stages	5.3K
12/5/2023	NMMC-Tupelo helps doctors diagnose lung cancer at most treatable stage	14.9K
12/12/2023	WTVA article on Road to become an ENT	2.0K
12/12/2023	You're only as healthy as your last trip to the grocery store	2.1K
12/27/2023	Lung cancer screening can detect early lung cancers Quiz	57.5K
12/28/2023	Don't be afraid of courageous conversations with terminal illness	2.3K
12/29/2023	Thankful story from NICU parents	6.8K
1/3/2024	NMHS launches solution to drug shortages	3.4K
1/4/2024	Benefits of having a PCP by Eric Dukes	37.1K
1/11/2024	Grocery shopping in a rut? Rule of Three	3.1K
1/18/2024	Good Mental Health is important in life	2.3K
1/19/2024	Pain Management close to home	4.1K
1/25/2024	Wound Center & Hyperbarics story - Anita Mattox	9.4K
1/29/2024	Tips for reading nutrition labels	2.0K
1/30/2024	Managing Congestive Heart Failure comm. program	7.3K
2/6/2024	Free blood pressure screening	2.7K
2/7/2024	E. Littlejohn gives tips on reading food labels	2.1K
2/8/2024	Beck Mitchner CNP shares about women's health	36.8K
2/13/2024	Littlejohn promotes health breakfast foods	2.7K
2/15/2024	Listen to your wife advises schedule heart screening	8.5K
2/21/2024	Promotional for heart screenings	3.4K
2/22/2024	Jackie Pearce gets heart screening after scare	4.2K
2/22/2024	Share WTVA Heart Healthy Breakfast by NMHS Nutrition Dept	1.8K
2/27/2024	WTVA interview with Dr. Blanchard	2.0K
Feb. - Mar. 2024	Neurological patient stories	190.4K
3/3/2024	Cheri Harbour Low Vision "Siri" reel	4.0K
3/5/2024	New C-Section Golden Hour	76.7K
Mar. - Apr. 2024	Free Vein Screening promotion	10.7K
3/13/2024	Dr. Steve Amann Run for Your Buns reel	33.2K
3/26/2024	Dr. Ross Stone Colon Cancer Awareness Blog post	5.8K
3/27/2024	Luke Campbell Urgent Care or ER Reel (2)	1.6K
4/4/2024	Willie Locket stroke patient story	20.9K
4/8/2024	Women & Heart Disease blog post by Dr. Barry Bertolet	16.0K
4/10/2024	Illness and Injury Don't make an appointment	2.4K
4/11/2024	"It's just amazing," says David Dodd of Winfield, Alabama, soon after having laser cataract surgery at North Mississippi Surgery Center	7.6K
4/15/2024	Medical decision Makers are your voice at the right time	9.0K
4/16/2024	Pulmonary embolism, a blood clot that blocks blood flow to the lungs, can be life threatening	9.4K
4/18/2024	Heartburn helped Deborah Mathews make a great health save	5.9K
4/24/2024	Physician alignment with Dr. Barry Bertolet	3.1K
4/25/2024	Colon Cancer survivor Donnie Homan	11.7K
4/26/2024	Ready to make lasting changes to your health?	4.7K
4/30/2024	Knowing where to start with exercise	4.0K
May 2024	Never miss an appointment again	6.7K
5/1/2024	Blocked carotid arteries can disrupt blood flow	8.0K
5/2/2024	God winks are experiences attributed to divine intervention	18.2K
5/4/2024	Use the letters F.A.S.T. to spot a stroke	3.2K
5/6/2024	Let's take some Small Steps for Better Health	2.2K

5/8/2024	Learn the signs of Stroke	1.6K
5/9/2024	It's that time of year again, Allergy season	1.3K
5/10/2024	Did you know that every 40 seconds someone in the US has a stroke	3.1K
5/13/2024	What you eat plays a role in your health	5.6K
5/14/2024	Sometimes, what you don't know can hurt you	10.7K
5/20/2024	Starting small makes it easier to make lasting change	2.1K
5/21/2024	When it comes to your heart, you should -best care in Tupelo	17.9K
5/23/2024	We often think of depression as being sad, gloomy or down in the dumps	1.2K
5/24/2024	Did you know that the carotid arteries responsible for 1/3 of strokes	3.1K
5/29/2024	Reimbursement in health care is a complicated subject	9.2K
5/30/2024	Whether newly diagnosed or 20yr+ cancer survivor celebration journey	4.3K
5/31/2024	Why do we need to change how we are paid?	2.0K
6/3/2024	When life gets busy, we may neglect friendships and relationships	2.5K
6/6/2024	Al Labiche was mowing his lawn when he had chest pain	6.0K
6/11/2024	Brett Hildenbrand had shock when blockages were found	19.0K
7/11/2024	Hypertension video in Spanish	-
7/22/2024	Ecrú Welcomes New Pediatric Clinic	-
	<b>YouTube</b>	
1/24/2022	Exercise as Lifestyle – Dr. Craig Moffett	77
1/31/2022	Improve Health: Preserving Tasty Traditions	25
3/16/2022	What is Sleep Apnea?	329
5/25/2022	Find Time for Fitness	40
10/19/2022	FMRC Tour	239
10/20/2022	Diet & Breast Health	30
11/14/2022	Hypertension	330
11/18/2022	What you need to know about RSV	64
11/18/2022	5 Tips for Safe Sleep	9
2/9/2023	Women & Heart Disease	47
2/9/2023	All About A-Fib	47
2/10/2023	Eat Smart for a Happy Heart	38
2/14/2023	Drink up: The Importance of Water	105
2/14/2023	Healthier New You This Year	37
2/14/2023	Mindful Eating	124
2/28/2023	Benefits of Laser Cataract Surgery	139
3/3/2023	Ready for your sleep study?	247
3/16/2023	Conversations Before the Crisis	42
6/21/2023	Summer Salads	123
6/21/2023	Summer Smoothies	123
6/28/2023	Storing Produce	179
10/18/2023	Mammogram Online Scheduling	73
11/21/2023	Grocery Shopping Tips	107
11/21/2023	Grocery Shopping Rule of 3	314
11/29/2023	Home Sleep Study	1,464
12/7/2023	Renal Denervation	202
1/18/2024	Reading food labels	122
	<b>NMHS Connect Blogs</b>	
10/4/2021	God Has a Purpose for Everything	488
10/12/2021	Looking Back & Ahead: Let's Do This!	137
10/13/2021	Wait, I've Got Breast Cancer? Are You Sure?	305
10/14/2021	Do I Need a Flu Shot?	70

10/14/2021	Is 103 Degrees a Problem?	79
10/19/2021	3-D Mammograms: Here, There & Everywhere	304
10/19/2021	Well-Child Visits: Appointments Worth Keeping	102
11/1/2021	Faith, Friends Shield Breast Cancer Survivor	76
11/1/2021	Hospice: A Unique Type of Caring	387
11/3/2021	Finding Lung Cancer in Time	138
11/9/2021	Grief Can Make Holiday Cheer Difficult	119
11/9/2021	RSV Returns from Pandemic Break	159
11/10/2021	How Do I Lower My Risk of Lung Cancer?	160
11/12/2021	Knowledge is Power	181
11/19/2021	Tis the Season: Healthy Holiday Eating	62
11/29/2021	(Flu) Season's Greetings	84
12/3/2021	Sports Physicals Guard Athletes' Health	70
12/6/2021	Home for the Holidays	1.0K
12/16/2021	Heartburn & the Holidays	87
12/17/2021	More than Child's Play	137
12/22/2021	Breastfeeding Q&A	605
1/4/2022	What if Omicron is not Mild?	1.9K
1/6/2022	COVID-19 Positive: Now What?	2.6K
1/11/2022	An Open Letter to Our Nurses	2.7K
1/14/2022	Health, Wellness & Social Connections	127
1/17/2022	Eat a Rainbow of Fruits & Vegetables	96
1/20/2022	Four Reasons You Should Practice Yoga	124
1/21/2022	Exercise as Medicine	121
1/21/2022	NMMC Family: The Ties that Bind	1.9K
1/21/2022	Preserving Tasty Traditions	10
1/26/2022	Can a Magnifier Help Me See Better?	55
1/26/2022	Vision Loss Isn't Part of Aging	51
2/2/2022	Don't Get Tripped Up by a Fall	109
2/3/2022	Show Me the Money	101
2/3/2022	When Your Eyesight Begins to Fail	160
2/4/2022	Light it Up	40
2/4/2022	Two Steps Toward a Happy Heart	512
2/7/2022	10 Things to Know about Carotid Artery Disease	399
2/7/2022	Sleep's Effect on H.E.A.R.T.S.	123
2/10/2022	Eat Your Heart Out (of Danger)	89
2/15/2022	Picky Eater or Food Aversion?	727
2/24/2022	Immunity By Intake	86
3/2/2022	Understanding Colorectal Cancer	213
3/7/2022	Sleep Deprivation and Driving Don't Mix	83
3/17/2022	Varicose Veins Pose Serious Risk	177
3/21/2022	Social Work Not for the Faint of Heart	396
3/31/2022	Eating Healthy at Work	145
4/7/2022	How Can an OT Help My Vision?	67
4/12/2022	COVID-19: Where Are We Now?	170
4/13/2022	Deciding on Hospice Care for Mom	339
4/20/2022	Go Green: Eating a Plant-Based Diet	248
4/29/2022	Aging in Place	114
4/29/2022	Don't Miss a Beat	111
4/29/2022	The Power of Caring	182
4/29/2022	What Nursing Means to Me	375
5/5/2022	Sturgis Man Becomes NMMC's 500th TAVR Patient	211

5/6/2022	No Stroke of Luck: Counting Blessings	680
5/9/2022	'Such a Gut Punch'	299
5/13/2022	Don't Think This Can't Happen to You	490
5/16/2022	Caution: Baby on Board	172
5/16/2022	Celebrating Our Health Care Family	146
5/17/2022	Are You Resilient?	175
5/20/2022	Do You Have a Crystal Ball?	150
5/25/2022	Struggling to Find Baby Formula?	223
6/3/2022	The NEW Old Me	1.0K
6/15/2022	The Perfect Salad	267
6/21/2022	Beware of the Heat	43
6/21/2022	'These are God's People'	2.0K
6/22/2022	It's Kidney Stone Season	351
6/29/2022	Men need tune-ups, too	130
7/1/2022	My provider has ordered an EMG/NCS test. Now what?	71.5K
7/11/2022	Stopping Stroke: David White's Story	530
7/20/2022	Seeing the Possibilities	330
7/29/2022	Retired Docs Gather for Coffee and Connection	804
8/18/2022	A Real-Life Miracle	3.1K
9/7/2022	Five Things to Know About Vascular Surgeons	424
9/7/2022	MAB Team Administering Hope	577
9/8/2022	Surviving Sepsis	212
9/22/2022	Clean & Caring: Why It's Important to Wash Your Hands	142
9/29/2022	'The Youngest Person in the Room'	1.3K
10/6/2022	Ripley Coach Facing the Match of Her Life	1.0K
10/10/2022	Not All Breast Cancers are Created Equal	313
10/11/2022	'Be Your Own Advocate'	438
10/13/2022	'I Think I Found Something'	412
10/26/2022	Saltillo Sisters Battle Breast Cancer Together	970
11/1/2022	Do I Really Need a Flu Shot?	107
11/3/2022	Antibiotics Aren't Always the Answer	100
11/8/2022	I Can See Clearly Now... That the Cataracts are Gone	385
11/18/2022	What You Need to Know about RSV	304
11/23/2022	Family Gives Thanks this Season	3.0K
12/30/2022	Resolutions for a Healthy New Year	344
1/4/2023	What Makes a Good Fitness Program?	184
1/10/2023	What's Your Why?	641
1/12/2023	Hospice Might Not Be What You Think	730
1/12/2023	Why Weight Loss Surgery Works (When Nothing Else Has)	401
1/20/2023	The Failure of Diets	198
1/20/2023	Weight Loss Surgery: Consider the Costs	284
1/27/2023	Losing Weight Helps Your Heart	181
2/2/2023	Predicting Sudden Cardiac Death	335
2/9/2023	All About A-Fib	786
2/9/2023	Healthier New You this Year	111
2/9/2023	Women & Heart Disease	257
2/10/2023	Eat Smart for a Happy Heart	130
2/10/2023	Heart, Don't Fail Me Now	355
2/28/2023	10 Facts about Cataracts	544
3/7/2023	Drink it Up!	186
3/10/2023	Think Before You Eat	157
3/15/2023	Cancer Isn't Fair	102

3/23/2023	Fight Hard. Pray Harder.	66
3/23/2023	Wear it Well	228
3/31/2023	Looking Back, Looking Forward	328
4/10/2023	'Gas Station Heroin' Being Outlawed: Now What?	11.0K
4/20/2023	A Supportive Leader and Mentor	296
4/25/2023	A Fresh Start	1.0K
4/26/2023	What Happens After a Stroke?	75
5/1/2023	Conversations before the Crisis	109
5/15/2023	No Need to Panic: What You Should Know about Anxiety	418
5/31/2023	In a Funk: Coping with Depression	144
6/5/2023	Do You Suspect Dementia?	99
6/8/2023	Why Can't I Focus?	453
7/11/2023	Build Your Best Summer Salads	314
7/18/2023	Eating for Two	176
7/18/2023	Heat & High School Sports	527
7/18/2023	Opportunities for Growth	1.2K
7/19/2023	Tips for Summer Smoothies	379
7/21/2023	Peripheral Artery Disease & Wound Healing	217
8/3/2023	Store Up Nature's Bounty	283
8/22/2023	We're Going to Make It	2.9K
9/6/2023	Preventing Sports Injuries: Tips for the Weekend Warrior	295
9/13/2023	Know Where to Go	392
9/25/2023	Healthy Sleep Habits for Babies	116
9/25/2023	Medicare blogs (5)	285
9/26/2023	'Never Be Too Afraid to Check it Out'	231
10/2/2023	Why It's Important to See Your Doctor Every Year	1.5K
10/3/2023	'I Thought What I Found Would Go Away, but it Didn't'	462
10/10/2023	I Was Fortunate to Catch it as Early as We Did'	105
10/12/2023	A New Lease on Life	165
10/13/2023	'Not a Death Sentence, But I Had Choices to Make'	511
10/16/2023	Mammograms Are Not Optional	671
10/24/2023	A G.R.E.A.T. Redesign Strategy	375
11/2/2023	New Screening Tool for Breast Cancer	188
11/7/2023	New Heart Valve Leads to New Adventures	132
11/21/2023	Making Things 'Bearable'	175
11/21/2023	The Rule of 3	451
11/24/2023	7 Risk Factors That Can Trigger Mental Health Issues in Seniors	417
11/27/2023	Don't be Afraid of Courageous Conversations	51
12/7/2023	New Procedure Lowers Blood Pressure, Raises Hope	2.6K
12/8/2023	A Leader Who Has Your Back	4.0K
1/18/2024	Reading Food Labels	54
1/24/2024	Women's Health in All Ages & Stages	947
2/2/2024	A Pain in the Neck	973
2/2/2024	'Listen to Your Wife'	277
2/6/2024	Moving Forward from Back Pain	11.3K
2/9/2024	'I Had No Idea'	2.9K
2/14/2024	As Different as Night & Day	2.1K
2/15/2024	Getting Back to It	1.4K
2/22/2024	Your Compass for Health Care Navigation: Your PCP	1.2K
2/23/2024	All Great Health Outcomes Start with Great Access	390
3/12/2024	Join Us in the Fight Against Colorectal Cancer	59
3/18/2024	Growing Key Services: A G.R.E.A.T. Redesign Strategy	102



3/25/2024	Show Your Heart Some Love	1.7K
3/29/2024	'If I had waited, it could have been bad '	161
3/29/2024	Survivor Advocates for Colon Cancer Screening	360
4/1/2024	Angels All Around	1.5K
4/8/2024	Breathing New Life into Lung Cancer Surgery	480
4/10/2024	Something EPIC! Tools for Redesign: A. G.R.E.A.T. Redesign	267
4/11/2024	Know Your Blood Pressure Numbers   Small Steps for Better Health	235
4/12/2024	On My Behalf: Choosing a Medical Decision Maker	147
4/16/2024	It's That Time of Year Again	906
4/17/2024	Physician Alignment: A G.R.E.A.T. Redesign Strategy	81
4/18/2024	Build More Activity into Your Daily Life   Small Steps for Better Health	140
4/24/2024	Ignorance is Not Always Bliss	879
4/26/2024	Depression: You Are Not Alone	417
5/6/2024	Keep on Truckin'	59
5/7/2024	Tragedy to Triumph	4.3K
5/8/2024	In the Heart of North Mississippi	1.4K
5/16/2024	Heart & Hustle	3.1K
5/21/2024	Lightening the Load	148
5/23/2024	Changing How We Are Reimbursed: A. G.R.E.A.T. Redesign	311
5/27/2024	The Brain Matters	392
5/29/2024	Heart Smart	95
5/31/2024	Spend Time with Someone Who Lifts Your Spirits	32
6/3/2024	Cook One More Meal at Home   Small Steps for Better Health	63
6/17/2024	Schedule Your Yearly Checkup   Small Steps for Better Health	45
6/24/2024	Choose an Activity You Enjoy to Increase Movement	28
7/3/2024	Fill Half or More of Your Plate with Fruits & Veggies	77
7/10/2024	One Determined Young Lady	480
7/17/2024	Create a Relaxing Nighttime Routine   Small Steps to Better Health	44
7/19/2024	Not Sleeping Well? Brush Up on Sleep Hygiene	506
7/22/2024	Time to Say Goodbye to Your Gallbladder?	602
7/24/2024	The Importance of Childhood Vaccines	27
7/25/2024	Summertime and Diabetes	306
7/29/2024	When You Can't Find the Words	61
7/30/2024	A Good Addition to Your Team	14
7/31/2024	Get up to date on Cancer Screenings   Small Steps for Better Health	4
7/31/2024	Colon Cancer Screening is Important to You	30
8/1/2024	Women & Heart Disease	180
8/2/2024	Finding Lung Cancer in Time	53
<b>Date</b>	<b>Awards/Recognitions/Events</b>	
2022	NMMC-Pontotoc received 2022 Performance Leadership Award for excellence from The Chartis Center for Rural Health	
2022	NMMC-Pontotoc was one of seven hospitals to receive the 2022 Premier Quest Award for High Value Health Care	
2023	NMMC-Pontotoc received the 2023 Performance Leadership Awards for excellence in quality	

## Community Health Needs Survey Tool and Results

In addition to collecting social and demographic data from secondary sources, additional input was solicited from community residents who represent broadly diverse interests of the service area ranging from nonprofit community volunteers to educators, city employees and private business leaders (Appendix).

The Strategy Team of NMHS developed an electronic SWOT (strengths, weaknesses, opportunities, threats) survey format to collect community feedback, managed the collection process specifically designed to gather the perspectives of various community leaders' experiences and their knowledge of the service area.

The hospital leadership recruited potential community stakeholders and electronic invitations were sent to residents who expressed an interest in participating in the SWOT. Of those who agreed to participate in the Tupelo area, 61.3% completed the survey. A summary of their prioritized results is shown below and on the following pages (Table 10).

Table 10. NMMC-Pontotoc CHNA Survey Results

<b>Healthcare Resources Readily Available to You</b>	
Clinics	After hours clinics, mental health clinic
Hospitals	Small hospital, NMHS, Baptist, NMMC-Pontotoc
Access to Care	Nursing homes, long-term care facilities, home health, primary care, medical assistance, eye care, pharmacies, local emergency room
Physicians/Specialists	Family doctors, local doctors, dentists, eye doctors, therapists
Specialty Services	Physical therapy, rehab
<b>Healthcare Resources Not Available to You</b>	
Access to Care	Trauma center, internal medicine, low-income dental care
Health & Wellness	Wellness center pool
Mental Health/ Addiction Resources	Mental health facilities, mental health services, emergency mental healthcare
Specialty Services	Pediatric services, dermatology, ENT, outpatient surgery facility, gynecology, specialized care facilities, cardiology
Physicians/Specialists	Pediatrician, allergy specialist
Cost of Healthcare	Low-income dental care
<b>Unmet Healthcare Needs</b>	
Affordable Healthcare	Low-income dental care

Mental Health/ Addiction Services	Mental health facility, mental health services
Access to Care	Long term care facilities for people not 100% disabled, elderly care, homeless shelter
Specialists/Physicians	Pediatricians
Specialties	Neurology, cardiac services, more need for specific care facilities
<b>Serious Health Challenges</b>	
Health Conditions	Strokes, heart attacks, cancer, obesity, heart disease, lung disease
Health & Wellness	Smoking, unhealthy lifestyles
Mental Health	Mental health services, drug programs, deep rooted anxiety in young people leading to suicide, depression
Access to Care	More relief for caregivers, transportation to appointments
Specialists/Specialties	Cardiac services

## Implementation Strategies

### Journey to Continuous Improvement

As part of the continuous improvement journey, NMHS' day-to-day operations are guided by the norms of a High Reliability Organization (HRO). According to the National Institutes of Health, HROs are organizations that achieve safety, quality, and efficiency goals by employing five central principles:

- 1) Sensitivity to operations – heightened awareness of the state of relevant systems and processes
- 2) Reluctance to simplify – acceptance that work is complex, with the potential to fail in new and unexpected ways
- 3) Preoccupation with failure – view misses as opportunities to improve, rather than proof of success
- 4) Deference to expertise – value insights from staff with the most pertinent safety knowledge over those with greater seniority
- 5) Practice resilience – prioritize emergency training for many unlikely, but possible system failures

The below graphic illustrates the NMHS HRO strategy (Figure 14). Specialized teams within NMHS utilize high reliability tenets to lead and support delivery of service excellence and high-quality outcomes.

Figure 14. NMHS HRO Strategy



In addition to this aligned work culture of continuous learning and improving, NMHS uses various strategies to capture the diverse voices of the local communities. For the CHNA, a SWOT analysis was designed to identify the service area's perceived strengths, weaknesses, opportunities, and threats. The Strategy Team of NMHS developed the survey questions (methodology details on page 8). The elicited responses help NMHS validate health-related needs and community opportunities.

The SWOT along with data from multiple publicly available sources, e.g., regional/local organizations and agencies assist NMHS in systematically identifying its strategic priorities. Further, NMHS as part of its mission-centric approach to serving, recruits Improve Health community partners in the region to connect with like-minded organizations to address identified needs.

The below tactics are also used to glean needs and preferences of service area residents:

- ✓ Satisfaction surveys
- ✓ Discharge phone calls
- ✓ Face time with community leaders
- ✓ Social media
- ✓ Community outlets/organizations
- ✓ Board and employee participation
- ✓ Research



## NMHS Strategic Priorities for 2025

NMHS as the parent corporation of North Mississippi Medical Center-Pontotoc is actively redesigning healthcare to better meet the needs of those they serve in the 24 rural counties in northeast Mississippi and northwest Alabama. This redesign strategy leads with access as a key performance indicator. Access as a priority ensures the **right** care is provided by the **right** provider at the **right** time and place. Also, the leadership team with valuable insights from front line staff evaluate every facet of care to ensure the needs of the local communities are met.

NMHS exists to improve the health of the patients, families, and local communities. Leaders embrace the methodology of the County Health Rankings model and philosophy that social conditions have an influence on the length and quality of life. Improve Health partnerships help NMHS connect with resources to enhance health in the communities.



The intention of the NMHS Improve Health community goal (Figure 15) is that in every stage of life, patients and families can expect good health outcomes regardless of their social conditions. This is accomplished by:

- ✓ Increasing access to preventive services.
- ✓ Developing a nutritionally aware community culture.
- ✓ Increasing physical activity and promoting exercise as medicine.
- ✓ Developing partnerships with public entities (Table 11).

# Improve Health Tactics and Aligned Goals

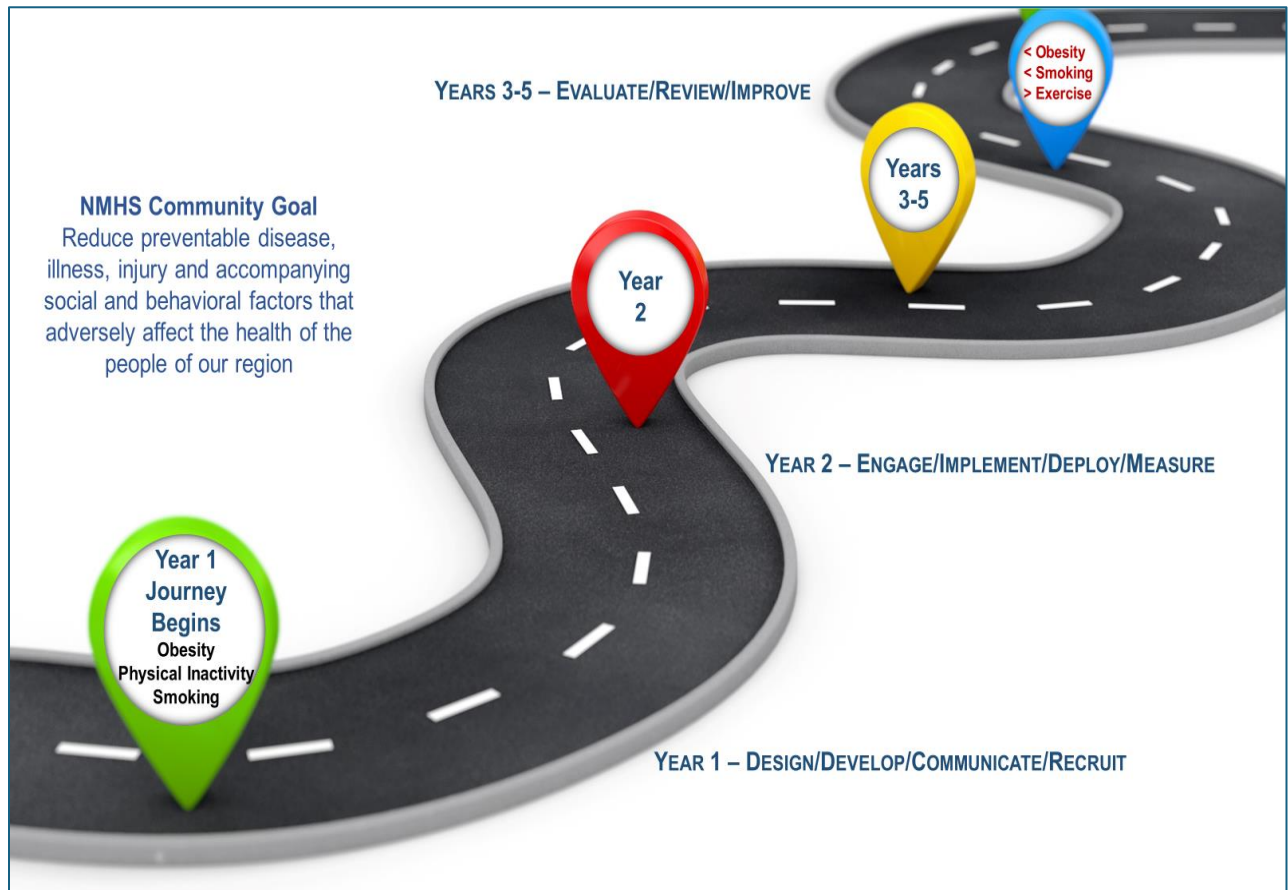
Table 11. Tactics and Goals

<p><b>Increase Access to Preventive Service</b></p> <ul style="list-style-type: none"> <li>• Expand virtual/telehealth offerings</li> <li>• Collaborate to explore transportation needs</li> <li>• Initiate innovative listen-to-learn community sessions</li> <li>• Utilize partners to assist those with limited or no insurance</li> <li>• Increase affordable after-hours care</li> <li>• Increase access to specialty care</li> </ul>	<p><b>Increase Physical Activity and Promote Exercise as Medicine</b></p> <ul style="list-style-type: none"> <li>• Partner with local wellness centers and gyms</li> <li>• Develop partnerships with local parks/recreation facilities</li> <li>• Utilize exercise “prescriptions”</li> <li>• Organize walking clubs</li> <li>• Promote corporate wellness programs</li> <li>• Identify community resources, e.g., trails, walking tracks, etc.</li> </ul>
<p><b>Develop a Nutritionally Aware Community Culture</b></p> <ul style="list-style-type: none"> <li>• Screen for and create access to nutritious foods</li> <li>• Develop culturally appropriate educational programs</li> <li>• Develop community coalitions to provide fresh food/promote community gardens</li> <li>• Teach food preservation skills</li> <li>• Utilize established networks to promote nutrition</li> </ul>	<p><b>Develop Partnerships with Public Entities</b></p> <ul style="list-style-type: none"> <li>• Public health – state and regional offices</li> <li>• Educational Institutions – early childhood, primary, secondary, and post-secondary</li> <li>• Government – state, regional and local</li> </ul>



# Improve Health Roadmap and Timeline

Figure 15. NMHS Roadmap



## Appendix

### A – Local, Mississippi, Alabama, and United States Data Assessment

1. National Institute of Standards and Technology NIST: Baldrige Performance Excellence Program. (2019). *North Mississippi Health Services: Malcolm Baldrige National Quality Award*. <https://www.nist.gov/baldrige/north-mississippi-health-services>
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9. United States Census Bureau. *Data*. (2023). <https://www.census.gov/data.html>
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## B – Community Survey Participants

Organization Description/Leader Affiliation	Broad Interest of Community
Circle of Friends Daycare	Childcare institution
City of Pontotoc	Local government official
Community Development Foundation (CDF)	Community and economic development
Create Foundation	Community and economic development
Improve Health Partners	Community advocates
Mississippi State Representative	Public service and government
Mississippi State University Extension Services	Educational services
MississippiCare	Community health center
Mississippi Department of Health (MSDH)	Community health centers
Park Medical Clinic	Health care provider
Pontotoc Chamber of Commerce	Community and economic development
Pontotoc County Sheriff	Law enforcement agency
Pontotoc Farmers Market	Community food-based organization
Pontotoc Fire Department	Public service
Pontotoc Progress	Newspaper industry
St. Christopher Catholic Church	Non-profit organization
Three Rivers Planning & Development	Community and economic development
United Way of Northeast Mississippi	Community outreach organization

## C – Secondary Sources Data

### Mississippi Top Causes of Death

Cause	White		Black		Other		Total	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Heart disease	5,953	238.4	2,835	268	74	95.7	8,862	248.1
Malignant Neoplasms (cancer)	4,421	173.7	2,194	195.6	53	66.7	6,668	178.5
Unintentional Injury	1,589	85.9	756	69.5	26	31.3	2,371	78.4
COVID-19	1,572	62.1	703	68.5	26	33.7	2,301	63.8
Chronic obstructive pulmonary disease (COPD) / Emphysema	1,814	69.6	395	37.1	5	6.1	2,214	59.5
Cerebrovascular diseases (Stroke)	1,189	47.3	727	69.5	27	34.8	1,943	54.2
Alzheimer's disease	1,296	50.7	375	45.3	8	12.2	1,679	48.5
Diabetes mellitus	623	25.5	606	55.1	27	33.3	1,256	34.7
Pneumonia & influenza	525	21.1	229	21.3	7	9.1	761	21.1
Kidney Disease Nephritis, nephrotic syndrome & nephrosis	414	16.4	340	33	6	8.5	760	21.3
Hypertension	337	13.6	299	28.9	**	5.3	640	17.9
Chronic Liver disease & cirrhosis	448	19.9	124	10.8	17	21	589	16.9
Homicide and legal intervention	124	7.5	458	41.2	**	4.2	586	21.1
Suicide	328	17.8	76	7.1	15	16	419	14
Septicemia	240	9.7	148	13.7	5	7.4	393	10.9
Certain conditions originating in perinatal period	78	5.9	99	9.1	9	6.2	186	7.3
HIV/AIDS	14	0.7	60	5.5	**	2.8	76	2.5
Birth defects	42	2.7	19	1.7	**	1.4	63	2.3
Ulcer of stomach and duodenum	20	0.8	6	0.5	**	0	26	0.7
Atherosclerosis	12	0.5	10	1.1	**	0	22	0.6
<b>Total</b>	<b>21,039</b>	<b>869.7</b>	<b>10,459</b>	<b>982.8</b>	<b>317</b>	<b>395.5</b>	<b>31,815</b>	<b>902.4</b>

<sup>4</sup>Source: Mississippi State Department of Health – MSTAHRs.

\*\*Cells based on five or fewer events are suppressed.

Age-adjusted rates expressed as per 100,000 population.

## Residential Population for Counties in the NMHS Service Area

<b>Annual Estimates of the Resident Population for Counties in Mississippi: April 1, 2020 to July 1, 2023</b>					
Geographic Area	April 1, 2020 Estimates Base	Population Estimate (as of July 1)			
		2020	2021	2022	2023
<b>Mississippi</b>	<b>2,961,306</b>	<b>2,958,409</b>	<b>2,949,582</b>	<b>2,938,928</b>	<b>2,939,690</b>
<b>Alabama</b>	<b>5,024,294</b>	<b>5,031,864</b>	<b>5,050,380</b>	<b>5,073,903</b>	<b>5,108,468</b>
Alcorn County, Mississippi	34,746	34,733	34,398	34,147	34,135
Benton County, Mississippi	7,646	7,664	7,638	7,556	7,438
Calhoun County, Mississippi	13,263	13,219	12,961	12,846	12,685
Chickasaw County, Mississippi	17,110	17,086	17,007	16,863	16,866
Choctaw County, Mississippi	8,249	8,211	8,137	8,095	8,088
Clay County, Mississippi	18,633	18,622	18,481	18,311	18,206
Colbert County, Alabama	57,232	57,304	57,644	57,993	58,361
Franklin County, Alabama	32,112	32,078	31,998	31,910	31,802
Itawamba County, Mississippi	23,862	23,865	23,885	23,971	24,093
Lafayette County, Mississippi	55,814	55,913	56,902	57,730	58,467
Lamar County, Alabama	13,972	13,953	13,736	13,706	13,661
Lee County, Mississippi	83,351	83,323	83,008	82,824	82,799
Lowndes County, Mississippi	58,881	58,777	58,160	57,671	57,283
Marion County, Alabama	29,340	29,176	29,001	29,182	29,244
Marshall County, Mississippi	33,753	33,781	33,755	33,905	34,123
Monroe County, Mississippi	34,177	34,139	33,922	33,568	33,609
Oktibbeha County, Mississippi	51,787	51,709	51,812	51,384	51,203
Pontotoc County, Mississippi	31,187	31,192	31,325	31,367	31,535
Prentiss County, Mississippi	25,006	24,971	24,962	24,891	25,135
Tippah County, Mississippi	21,819	21,742	21,625	21,438	21,287
Tishomingo County, Mississippi	18,854	18,846	18,734	18,621	18,507
Union County, Mississippi	27,791	27,822	28,033	28,132	28,284
Webster County, Mississippi	9,924	9,902	9,970	9,944	9,988
Yalobusha County, Mississippi	12,482	12,438	12,439	12,413	12,386
Vintage 2023 data products are associated with Data Management System projects P-6000042, P-7501659, and P-7527355. The U.S. Census Bureau reviewed these data products for unauthorized disclosure of confidential information and approved the disclosure avoidance practices applied to this release (CBDRB-FY24-0085).					
Note: The estimates are developed from a base that integrates the 2020 Census, Vintage 2020 estimates, and 2020 Demographic Analysis estimates. For population estimates methodology statements, see <a href="https://www.census.gov/programs-surveys/popest/technical-documentation/methodology.html">https://www.census.gov/programs-surveys/popest/technical-documentation/methodology.html</a> . All geographic boundaries for the 2023 population estimates series are as of January 1, 2023.					
Annual Estimates of the Resident Population for Counties in Mississippi: April 1, 2020 to July 1, 2023					
<sup>10</sup> Source: U.S. Census Bureau, Population Division, Release Date: March 2024					

### Access to Care Health Rankings in the NMHS Service Area

National/State/ County	Primary Care Physician		Dentist		Mental Health Provider		Uninsured		
	Ratio	Rank	Ratio	Rank	Ratio	Rank	#	%	Rank
U.S.	1,330:1		1,360:1		320:1			10.0	
Mississippi	1,875:1		1,939:1		463:1		335,624	14.3	
Alabama	1,571:1		2,016:1		740:1		469,887	11.7	
Alcorn, MS	2,290:1	7	1,710:1	2	314:1	3	4,031	14.7	13
Benton, MS	7,646:1	20	3,775:1	13	1,888:1	13	1,069	17.6	22
Calhoun, MS	6,509:1	18	4,260:1	14	12,781:1	24	1,814	17.7	23
Chickasaw, MS	1,701:1	4	2,402:1	8	3,362:1	16	2,212	16.8	19
Choctaw, MS	8,106:1	21	2,679:1	11	670:1	7	911	14.7	12
Clay, MS	2,648:1	11	4,595:1	17	408:1	5	2,108	14.7	11
Colbert, AL	1,512:1	3	2,001:1	5	1,759:1	12	4,884	10.7	1
Franklin, AL	2,463:1	8	4,562:1	15	6,386:1	23	3,927	14.8	14
Itawamba, MS	5,960:1	17	5,976:1	20	3,415:1	18	3,006	15.9	16
Lafayette, MS	1,422:1	2	1,987:1	4	143:1	2	6,183	14.0	5
Lamar, AL	**	24	4,568:1	16	4,568:1	21	1,260	11.9	2
Lee, MS	846:1	1	1,338:1	1	125:1	1	9,644	14.0	6
Lowndes, MS	2,077:1	6	1,746:1	3	358:1	4	6,537	14.0	7
Marion, AL	4,178:1	15	4,859:1	18	3,645:1	19	3,049	13.4	4
Marshall, MS	6,745:1	19	6,822:1	22	3,411:1	17	3,730	14.7	10
Monroe, MS	1,993:1	5	2,099:1	6	4,797:1	22	3,851	14.5	9
Oktibbeha, MS	2,469:1	9	2,449:1	9	443:1	6	5,643	14.1	8
Pontotoc, MS	5,241:1	16	10,463:1	23	2,616:1	14	4,685	17.8	24
Prentiss, MS	3,125:1	13	2,479:1	10	670:1	8	3,018	15.3	15
Tippah, MS	10,818:1	22	5,358:1	19	765:1	9	2,797	15.9	17
Tishomingo, MS	3,750:1	14	18,619:1	24	887:1	10	2,524	17.1	21
Union, MS	2,795:1	12	2,163:1	7	2,813:1	15	3,944	17.0	20
Webster, MS	2,496:1	10	3,331:1	12	1,428:1	11	1,307	16.0	18
Yalobusha, MS	12,415:1	23	6,182:1	21	4,121:1	20	1,253	13.1	3

<sup>6</sup>Source: County Health Rankings.

\*\*Data not available.

Ratio of population to health care providers.



## Employment and Educational Health Rankings in the NMHS Service Area

National/State/County	Unemployed		Completed High School		Some College	
	%	Rank	%	Rank	%	Rank
U.S.	3.7		89.0		68.0	
Mississippi	3.9		86.2		61.7	
Alabama	2.6		87.7		61.6	
Alcorn, MS	3.6	12	81.9	14	50.5	19
Benton, MS	4.9	24	78.0	22	60.8	6
Calhoun, MS	4.1	22	78.3	21	52.3	16
Chickasaw, MS	4.5	23	76.0	24	50.9	18
Choctaw, MS	3.7	14	86.9	5	56.3	14
Clay, MS	4.1	21	81.7	15	57.7	9
Colbert, AL	3.0	5	86.4	6	55.5	15
Franklin, AL	2.3	1	80.1	18	41.7	24
Itawamba, MS	3.4	10	85.2	7	57.5	10
Lafayette, MS	3.2	6	91.8	1	77.0	1
Lamar, AL	2.7	3	82.1	13	47.6	21
Lee, MS	3.3	8	87.3	4	68.6	3
Lowndes, MS	4.1	20	88.0	3	63.9	4
Marion, AL	2.5	2	80.6	17	57.4	11
Marshall, MS	4.1	17	82.8	12	51.9	17
Monroe, MS	4.0	16	84.9	8	47.4	22
Oktibbeha, MS	4.1	19	90.9	2	76.8	2
Pontotoc, MS	3.5	11	80.1	19	63.3	5
Prentiss, MS	3.3	7	83.5	11	57.0	13
Tippah, MS	3.4	9	79.3	20	57.8	8
Tishomingo, MS	3.7	13	81.5	16	57.3	12
Union, MS	2.9	4	77.6	23	50.0	20
Webster, MS	3.9	15	84.8	9	59.1	7
Yalobusha, MS	4.1	18	84.5	10	42.2	23

<sup>6</sup>Source: County Health Rankings.

Unemployment - Percentage of population ages 16 and older unemployed but seeking work.

High school completion - Percentage of adults ages 25 and over with a high school diploma or equivalent.

Some college - Percentage of adults ages 25-44 with some post-secondary education.

## Diet and Exercise Health Rankings in the NMHS Service Area

National/State /County	Food Insecurity			Limited Access to Healthy Foods		
	#	%	Rank	#	%	Rank
United States	**	10.0		**	6.0	
Mississippi	480,600	16.3		337,505	11.4	
Alabama	746,550	14.8		418,731	8.8	
Alcorn, MS	6,260	17.9	22	2,893	7.8	16
Benton, MS	1,170	15.2	11	1,480	17.0	23
Calhoun, MS	2,400	17.9	22	172	1.1	4
Chickasaw, MS	2,830	16.5	16	1,009	5.8	11
Choctaw, MS	1,370	16.5	16	543	6.4	13
Clay, MS	2,590	13.8	4	2,315	11.2	20
Colbert, AL	8,480	14.9	9	4,806	8.8	17
Franklin, AL	4,660	14.6	8	1,818	5.7	10
Itawamba, MS	3,180	13.3	2	1,546	6.6	14
Lafayette, MS	7,410	13.3	2	7,954	16.8	22
Lamar, AL	2,350	16.8	18	61	0.4	2
Lee, MS	11,090	13.3	2	5,714	6.9	15
Lowndes, MS	8,900	15.1	10	8,835	14.8	21
Marion, AL	5,220	17.7	20	317	1.0	3
Marshall, MS	5,210	15.3	12	3,784	10.2	19
Monroe, MS	4,910	14.2	5	1,431	3.9	8
Oktibbeha, MS	8,020	15.6	13	9,251	19.4	24
Pontotoc, MS	4,520	14.5	7	1,847	6.2	12
Prentiss, MS	4,000	16.0	14	818	3.2	6
Tippah, MS	4,020	18.4	23	412	1.9	5
Tishomingo, MS	3,710	19.6	24	**	**	1
Union, MS	3,970	14.3	6	1,548	5.7	9
Webster, MS	1,680	16.9	19	370	3.6	7
Yalobusha, MS	2,070	16.5	16	1,169	9.2	18

<sup>6</sup>Source: [County Health Rankings](#).

\*\*Data not available.

Food Insecurity - Percentage of population who lack adequate access to food.

Limited Access to Healthy Foods - Percentage of population who are low-income and do not live close to a grocery store.

### Median Household Income Health Rankings in the NMHS Service Area

National/State /County	Median Household Income				
	Income	Rank	Black	Hispanic	White
United States	\$74,800		\$52,860	\$62,800	\$81,060
Mississippi	\$52,800		\$36,215	\$52,648	\$64,313
Alabama	\$59,674		\$40,774	\$54,891	\$68,212
Alcorn, MS	\$49,627	13	\$20,064	**	\$50,101
Benton, MS	\$43,247	24	\$53,384	\$21,213	\$38,984
Calhoun, MS	\$44,172	21	\$31,913	\$37,450	\$51,204
Chickasaw, MS	\$43,776	22	\$29,107	**	\$46,913
Choctaw, MS	\$49,225	16	\$24,395	**	\$62,823
Clay, MS	\$43,451	23	\$29,837	\$31,125	\$45,662
Colbert, AL	\$54,593	5	\$32,984	\$35,234	\$63,913
Franklin, AL	\$49,611	14	**	\$42,520	\$50,474
Itawamba, MS	\$56,484	3	\$61,758	\$36,750	\$56,660
Lafayette, MS	\$61,736	1	\$36,466	**	\$70,233
Lamar, AL	\$51,523	10	\$26,731	**	\$53,730
Lee, MS	\$58,266	2	\$42,996	\$71,667	\$77,033
Lowndes, MS	\$49,344	15	\$32,839	\$118,404	\$76,598
Marion, AL	\$47,742	18	\$27,898	\$56,850	\$50,463
Marshall, MS	\$52,162	7	\$43,224	\$40,296	\$60,308
Monroe, MS	\$51,754	8	\$33,831	\$31,955	\$61,310
Oktibbeha, MS	\$47,284	19	\$34,470	\$32,266	\$49,470
Pontotoc, MS	\$51,086	12	\$34,564	\$36,983	\$61,926
Prentiss, MS	\$49,217	17	\$41,991	**	\$53,230
Tippah, MS	\$52,635	6	\$42,217	\$37,857	\$49,043
Tishomingo, MS	\$51,652	9	**	\$16,788	\$49,879
Union, MS	\$56,050	4	\$39,150	**	\$58,175
Webster, MS	\$51,249	11	\$32,708	\$22,731	\$59,559
Yalobusha, MS	\$45,658	20	\$28,951	\$67,963	\$55,446

<sup>6</sup>Source: County Health Rankings.

\*\*Data not available.

**Health Behaviors and Quality of Life Rankings in the NMHS Service Area**

National/State /County	Adult Smoking		Adult Obesity		Physical Inactivity	
	%	Rank	%	Rank	%	Rank
United States	15.0		34.0		23.0	
Mississippi	20.3		39.4		30.2	
Alabama	17.9		40.6		29.9	
Alcorn, MS	22.0	17	38.7	9	30.4	8
Benton, MS	22.4	18	43.1	19	32.7	15
Calhoun, MS	23.8	24	41.7	18	33.7	20
Chickasaw, MS	23.4	22	44.8	23	36.3	24
Choctaw, MS	21.2	13	38.4	6	31.5	12
Clay, MS	21.1	11	44.8	23	35.1	22
Colbert, AL	19.3	5	39.3	13	31.3	11
Franklin, AL	21.8	15	39.1	11	36.3	24
Itawamba, MS	20.0	8	35.9	3	28.1	3
Lafayette, MS	16.6	1	35.9	3	26.0	1
Lamar, AL	21.7	14	38.7	9	34.6	21
Lee, MS	17.7	3	35.8	1	26.7	2
Lowndes, MS	18.0	4	41.2	17	30.5	9
Marion, AL	22.0	17	39.2	12	33.3	18
Marshall, MS	22.5	19	44.3	21	33.7	20
Monroe, MS	21.2	13	39.1	11	32.3	13
Oktibbeha, MS	17.6	2	44.9	24	28.5	4
Pontotoc, MS	19.8	7	37.4	4	29.8	6
Prentiss, MS	21.1	11	40.4	15	30.3	7
Tippah, MS	23.7	23	40.0	14	33.0	17
Tishomingo, MS	23.2	21	38.5	7	32.5	14
Union, MS	21.0	9	41.0	16	31.1	10
Webster, MS	19.5	6	37.8	5	29.7	5
Yalobusha, MS	22.9	20	43.4	20	33.0	17

<sup>6</sup>Source: County Health Rankings.

### Length of Life Health Rankings in the NMHS Service Area

National/State /County	Premature Death				Life Expectancy			
	Rate	Rank	Black	White	Rate	Rank	Black	White
United States	8,000		**	**	77.6		**	**
Mississippi	12,697		**	**	72.5		**	**
Alabama	11,416		**	**	73.7		**	**
Alcorn, MS	12,760	15	14,758	12,785	72.4	13	70.9	72.3
Benton, MS	13,751	19	14,244	14,795	71.6	19	70.4	71.2
Calhoun, MS	14,438	22	16,894	12,939	71.2	20	69.8	72.1
Chickasaw, MS	14,066	20	15,947	13,330	72.0	16	69.9	72.7
Choctaw, MS	11,992	9	16,616	10,452	74.0	3	70.2	75.1
Clay, MS	11,116	6	13,008	8,571	73.9	4	71.9	76.0
Colbert, AL	11,291	7	15,243	10,899	73.5	6	69.7	73.8
Franklin, AL	12,137	11	**	13,138	72.4	14	**	71.6
Itawamba, MS	10,722	3	**	**	72.9	9	**	**
Lafayette, MS	8,281	1	11,904	6,976	76.4	1	72.6	77.6
Lamar, AL	11,620	8	**	**	73.1	8	**	**
Lee, MS	12,135	10	16,282	10,020	72.4	12	68.9	74.0
Lowndes, MS	13,213	16	15,879	11,289	72.3	15	70.0	73.7
Marion, AL	12,317	12	**	**	72.4	11	**	**
Marshall, MS	15,823	24	17,607	14,783	70.5	22	69.4	71.1
Monroe, MS	13,452	17	16,318	12,251	71.9	18	70.4	72.6
Oktibbeha, MS	10,179	2	13,975	7,710	75.5	2	71.4	78.3
Pontotoc, MS	11,028	4	11,389	11,179	73.4	7	73.7	73.1
Prentiss, MS	12,673	14	18,205	11,896	72.5	10	68.2	73.1
Tippah, MS	12,556	13	15,557	12,407	71.9	17	68.9	72.1
Tishomingo, MS	13,496	18	**	**	70.8	21	**	**
Union, MS	11,051	5	14,289	10,745	73.8	5	71.3	74.0
Webster, MS	14,294	21	20,356	12,920	70.4	23	66.5	71.2
Yalobusha, MS	15,792	23	12,513	18,928	69.9	24	71.5	68.2

<sup>6</sup>Source: County Health Rankings.

\*\*Data not available.

Premature Death - Years of potential life lost before age 75 per 100,000 population (age-adjusted).

Life Expectancy - Average number of years people are expected to live.

## Quality of Care and Community Safety Health Rankings in the NMHS Service Area

National/State /County	Preventable Hospital Stays				Homicides		Suicides		
	Rate	Rank	Black	White	Rate	Rank	# Deaths	Rate	Rank
United States	2,681		**	**	6		49,476 <sup>9</sup>	14	
Mississippi	3,423		**	**	15		2,187	15	
Alabama	3,280		**	**	12		4,082	16	
Alcorn, MS	4,218	19	5,287	4,077	11	18	42	22	20
Benton, MS	4,596	23	8,157	3,946	**	5	**	**	4
Calhoun, MS	2,043	2	2,740	1,900	12	21	**	**	4
Chickasaw, MS	2,744	8	4,363	2,264	15	23	**	**	4
Choctaw, MS	4,297	20	3,564	4,365	**	5	**	**	4
Clay, MS	2,626	5	3,052	2,524	7	16	**	**	4
Colbert, AL	3,697	14	5,473	3,486	5	10	52	18	15
Franklin, AL	4,590	22	1,004	4,630	5	12	19	13	9
Itawamba, MS	2,679	6	**	**	**	5	17	15	12
Lafayette, MS	3,547	13	6,162	2,959	5	13	29	12	7
Lamar, AL	3,265	12	2,992	3,143	**	5	**	**	4
Lee, MS	2,715	7	4,417	2,414	11	19	58	14	10
Lowndes, MS	2,075	3	2,619	1,740	11	20	43	15	11
Marion, AL	3,984	17	634	4,014	**	5	31	22	21
Marshall, MS	3,974	16	4,259	3,807	16	24	34	19	16
Monroe, MS	2,867	9	5,214	2,336	8	17	33	20	18
Oktibbeha, MS	1,544	1	2,231	1,284	7	14	29	13	8
Pontotoc, MS	3,225	10	4,012	3,151	5	11	26	17	13
Prentiss, MS	3,226	11	2,814	3,195	7	15	23	17	14
Tippah, MS	4,177	18	4,356	4,177	12	22	21	19	17
Tishomingo, MS	4,355	21	922	4,429	**	5	29	32	24
Union, MS	2,327	4	1,740	2,375	**	5	28	21	19
Webster, MS	3,852	15	4,522	3,669	**	5	11	23	23
Yalobusha, MS	5,318	24	8,293	4,473	**	5	14	23	22

<sup>6</sup>Source: [County Health Rankings](#).

\*\*Data not available.

Preventable Hospital Stays - Rate of hospital stays for ambulatory-care sensitive conditions per 100,000 Medicare enrollees.

Number of deaths due to homicide/suicide per 100,000 population.