



August 4, 2021

# Thank you for completing your organization's 2021 Community Star Nominee Questionnaire!

## Overview

Here is a copy of your organization's responses for your records. All nominations will be reviewed and evaluated by members of NOSORH's Community Star Selection Committee. One Community Star will be selected per state. If you are selected as your state's Community Star, I will work with you to schedule an interview so that we can develop your outstanding story to share in our annual book of Community Stars released on Thursday, November 18, 2021.

If you have any questions, please reach out to NRHD Community Star Project Coordinator, Brea Corsaro at [bcorsaro@powerofrural.org](mailto:bcorsaro@powerofrural.org).

## Your Organization's Information

### Henry County Medical Center

Gina Matlock

*Community Champion*

Paris, Tennessee

[gmatlock@hcmc-tn.org](mailto:gmatlock@hcmc-tn.org)

731-225-7489

**Have Questions? Contact:**

[powerofrural.org](http://powerofrural.org) | [nosorh.org](http://nosorh.org) | [bcorsaro@powerofrural.org](mailto:bcorsaro@powerofrural.org)



## Organization or Project Website

<https://www.hcmc-tn.org/health-service/behavioral-health-initiative/>

Please describe in as much detail as possible, the mission of the organization and the work it does in relation to rural health?

The mission of Henry County Medical Center is to provide the highest quality, affordable healthcare services and education to the citizens of Henry County and the adjoining counties, helping to improve the quality of health in the region.

Henry County Medical Center will provide affordable, high-quality, patient-centered care that respects the privacy, needs and dignity of each individual, regardless of their ability to pay. As an organization, it will continue to be a county-owned and operated, not-for-profit institution, which will treat all who come to it equitably, regardless of race, gender, religion, age, national origin or handicap. All of this will be done in a cooperative environment, which fosters the wellbeing and excellence of its employees, volunteers, board of trustees and medical staff. The Medical Center will continuously strive to improve the value of its services to the region.

If you have been nominated as a consortium, what was the catalyst that inspired the group to form?

N/A

Please provide details on each consortium member (if applicable) including each collaborator's organization and the nature of their work?

N/A

What is the impact of your organization/consortium on your community of the rural populations served by its efforts?

Statistics, physicians, and residents all expressed a need for addressing the important topic of Behavioral Health. In February 2021, Community Champion Gina Matlock and Henry County Medical Center hosted 20+ community partners in a zoom meeting to share data and discuss how to move forward.

With the help of those community partners, hospital administration, and a phenomenal Marketing Director, we made big things happen.

#SilenceTheShameTN was launched with the goals of providing education, reducing stigma, addressing poverty, and increasing access to care.

Through several means, we addressed the teen population to older adults. We met residents where they were – at grocery stores, assisted living facilities, schools, parks, and social media.

We provided educational posts and paper information surrounding the topics of mental health and addiction. We spoke at civic organizations, held Facebook Lives, created Tik Toks, and hosted community events.

We provided promo goodies, emergency number palm cards, EAP highlights, and an in-depth handbook highlighting area resources.

Without a doubt, our video series was the most impactful. Seven local, brave individuals shared their personal stories related to mental illness, poverty, or addiction. Woven within those videos were highlights of local resources and the services offered. Each video can be viewed on social media or the Behavioral Health Initiative landing page of our website.

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We have tracked our progress through a self-monitored dashboard, a pre/post survey, and community feedback.

The community feedback alone has made every effort worthwhile. Several individuals within our own organization and other community members made counseling appointments or spoke to their physician regarding struggles. Other individuals reached out to featured resources to lessen a burden.

We still have work to do. We continue to trickle out educational information and speak out to reduce stigma.

Our largest task of increasing outpatient behavioral health services is underway! Paris Pediatrics will soon have behavioral health offerings. Once that is in place, we plan to expand those offerings to a local adult clinic and possibly the county jail.

We are overwhelmed with the positive response we have received from the initiative and thankful it has made such an impact.

Has your organization or consortium accessed, benefited from, or worked directly with your State Office of Rural Health?

No

Is your organization a HRSA, Federal Office of Rural Health Policy Grantee? If yes, which grant program? If Yes, which one?

Yes

DRCHSD