



July 27, 2021

## Thank you for submitting a nomination for Gina Matlock.

### Overview

Thank you for your 2021 Community Star Nomination. Here is a copy of the nomination for your records. 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 Information

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### Community Star Nominee: (Organization)

**Gina Matlock**

*Community Champion and Medical Student Coordinator*  
Henry County Medical Center  
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**Have Questions? Contact:**

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



Which best describes the organization your nominee is associated with?

Rural Hospital

Please describe your connection to the individual or organization you are nominating.

Henry County Medical Center (HCMC) has been a member of the Delta Region Community Health Systems Development (DRCHSD) Program since 2019. Lisa Casteel is the CEO and Gina Matlock is the Community Champion (CC) of HCMC (please note that the CEO and CC should be interviewed together). The DRCHSD Program has worked closely with their team over the past 2 years on financial, operational, quality, telehealth and community care coordination (CCC) projects. Since 2019, HCMC staff have not only been committed to ensuring access to health care services within the community of Paris, TN, but improving them. I have worked with the HCMC team and community partners focusing on behavioral health (see below) through CCC projects. The CEO and CC rely on primary and secondary data and a foundational population health understanding to create sustainable policy, system, and environmental change in their community. Their strong leadership creates an environment that community organizations want to participate in to address the needs of residents, and other rural health care organizations will want to replicate.

Please explain the individual's or organization's connection to or interaction with their State Office of Rural Health.

Unsure.



The Community Star Recognition Program is designed to honor those whose contributions are making a difference in rural through collaboration, education, innovation, and communication. What do you believe to be your nominee's "star" qualities? Provide examples of how your nominee demonstrates these qualities in their work and service.

Secondary health data, local providers, and residents all expressed a need to address the topic of Behavioral Health in the HCMC community. With the assistance of the DRCHSD Program, a virtual priority action planning workshop was held with HCMC leadership, the Community Champion, and community partners. They voted to 1) Increase Behavioral Health Access, 2) Provide Behavioral Health Education, and 3) Address Poverty (by making residents aware of resources and helping them access them). This group selected #SilenceTheShameTN campaign to provide educational posts, speak at civic organizations, hold Facebook Lives, create TikToks, and host community events to reach adolescents to older adults. They met residents in grocery stores, assisted living facilities, schools, parks, and on social media to truly reach all residents. HCMC provided emergency number palm cards, Employee Assistance Program highlights, and an in-depth handbook highlighting area resources.

Without a doubt, the video series they created 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 on their website. <https://www.hcmc-tn.org/health-service/behavioral-health-initiative/> . They measured knowledge gain through pre/post surveys and gathered community feedback. The #SilenceTheShame work was recognized by Relevante Health Group as a best practice in May 2021. Since May, they have continued to address stigma while also working to improve access to

outpatient behavioral health care services. The collaboration with community partners and passion for improving knowledge and access to behavioral health for residents is a best practice for rural health care organizations and partners to look up to. Their commitment to listen to residents, build capacity for outpatient BH services, provide education in an innovative way for all, collaborate with partners, address health equity by ensuring access to care, and more creates policy, system, and environmental changes that can sustain the efforts for the future.

The 2021 Community Star Selection Committee will review and evaluate nominations, making recommendations for which stories to include in this year's book and other NRHD activities based on the following merits. Please review these and select all that apply to your nominee.

Cultivates a vital, innovative rural health landscape and infrastructure. ,  
Develops leadership capacity to grow rural population health and health equity. , Builds capacity for rural data-driven program planning and decision making. , Contributes to rural health innovation, education, collaboration, and communication.

Describe in as much detail as possible, examples of your nominee's work and accomplishments that correspond with your selections to the question above.

HCMC's CEO, CC, and community partners listened to residents and data to develop BH strategies that address the needs of their rural community in increasing access to care, providing education, and tackling BH stigma. Prior to starting their implementation and following their May 2021 outreach and education, they conducted surveys to understand and assess knowledge and direct decision-making. HCMC collaborates closely with community partners which builds trust, provides greater knowledge of resident needs, ensures broader outreach and sustainability. They communicate in person (grocery stores, assisted living, community events, schools, and civic groups) and use

technology (Facebook and TikTok) to ensure all residents gain knowledge and understand the BH services available in the area. The tougher challenge, access to outpatient BH services, they refuse to give up on. This will ensure residents' BH concerns don't need to escalate before they can receive care. They also recognize that many residents don't have the same ease of access to health care. This is why all implemented action steps continue to keep a focus on their rural environment and health equity.

I can confirm that the individual or organization is making a difference in rural through collaboration, education, innovation, and communication, and is located, working, or volunteering in a designated rural area.

Yes

I can confirm that I have notified the nominee of their nomination, and the nomination will be accepted.

Yes

How did you learn about the 2021 Community Star Recognition Program?

NOSORH