

2026-2028 COMMUNITY HEALTH IMPROVEMENT PLAN



Prepared by:



2026-2028 HANNIBAL REGIONAL COMMUNITY HEALTH IMPROVEMENT PLAN



The Hannibal Regional Community Health Improvement Plan (CHIP) outlines a coordinated approach to addressing the most pressing health needs in the Missouri counties of Lewis, Marion, Monroe, Pike, Ralls, and Shelby.

This plan is based on findings from the 2025 Hannibal Regional Community Health Needs Assessment (CHNA) and was developed through regional collaboration with healthcare providers, public health agencies, community organizations, and other stakeholders.

It meets the IRS regulatory framework for 501(c)(3) compliance, outlining the hospital's strategies to address significant health needs, anticipated impacts, resources committed, and reasons for not addressing certain needs.

Community Profile

Geographic Scope:

Lewis, Marion, Monroe, Pike, Ralls, and Shelby counties in Missouri

Population & Conditions:

The service area includes both rural and urban communities, with varying socioeconomic conditions, health outcomes, and access to care.

Community Engagement:

The CHIP reflects input from public surveys, stakeholder interviews, and a facilitated regional Compression Planning session, integrating both quantitative and qualitative data.

Priority Health Needs

1. Mental Health & Substance Use Disorders
2. Access to & Affordability of Care
3. Housing & Homelessness
4. Transportation
5. Chronic Disease Prevention & Management
6. Workforce Development (Health & Social Sectors)

Each section includes:

- Identified Needs from the CHNA
- Strategies (action-focused, measurable)
- Resources Committed (partners, programs, and infrastructure)
- Anticipated Impact (expected measurable change by 2028)

Priority 1 Mental Health & Substance Use Disorders

Identified Needs:

- Lack of local inpatient mental health services
- Shortage of behavioral health providers
- Stigma and lack of awareness surrounding mental health
- High rates of substance use and overdose

Strategies:

1. Research and evaluate the feasibility of establishing a local inpatient mental health facility by 2028.
2. Expand crisis intervention and stabilization units, including increased 24/7 service availability.
3. Train at least 150 residents annually in Mental Health First Aid.
4. Partner with schools and workplaces to deliver trauma-informed care and awareness training to staff and community members.
5. Implement annual awareness campaigns to normalize mental health care and reduce stigma.
6. Collaborate with Mark Twain Behavioral Health, Preferred Family Healthcare, Clarity Healthcare, and other partners to coordinate services and share resources.

Resources:

- Behavioral health providers: Mark Twain Behavioral Health, Preferred Family Healthcare, Clarity Healthcare
- CHNA Steering Committee
- Hannibal Regional Healthcare System
- Crisis Intervention Team (CIT)
- Marion County Health and Wellness Coalition
- Local health departments, businesses, schools, public libraries, and community organizations

Anticipated Impact:

- Reduce emergency department utilization for mental health crises by 10% by 2028
- Decrease wait times for behavioral health appointments
- Increase public participation in mental health education programs by 25%

Priority 2 Access to & Affordability of Care (Medical, Dental, Vision, Preventive)

Identified Needs:

- Provider shortages, especially in rural counties
- Transportation barriers to care
- High out-of-pocket costs and limited insurance access

Strategies:

1. Expand telehealth services across all six counties to decrease travel time and improve rural access.
2. Provide Medicaid and Medicare navigation assistance to at least 300 residents annually.
3. Create and distribute updated resource guides and access tools for rural residents by 2026.
4. Advocate for Medicaid expansion and equitable healthcare policy, providing at least two annual community education events.

Resources:

- Hannibal Free Clinic
- United Way of the Mark Twain Area
- Hannibal Regional Healthcare System telehealth programs
- Local libraries, including the Hannibal Public Library
- Mobile health programs

Anticipated Impact:

- Increase utilization of preventive services by 15% by 2028
- Reduce avoidable hospitalizations for chronic conditions by 10%

Priority 3 Housing & Homelessness

Identified Needs:

- Limited affordable housing options
- Increasing homelessness and emergency shelter demand

Strategies:

1. Conduct a regional Housing Study by 2026 to assess current stock and needs.
2. Explore opportunities to reclaim and rehabilitate at least 10 abandoned or vacant properties for residential use.
3. Support and participate in housing coalitions and task forces (e.g., NECAC, local shelters).
4. Identify funding opportunities for transitional housing and emergency shelter projects.
5. Advocate for energy-efficient, low-income housing developments.

Resources:

- Community partners
- Northeast Community Action Corporation (NECAC)
- United Way of the Mark Twain Area
- Hannibal Regional Economic Development Council
- Local housing task forces

Anticipated Impact:

- Increase housing stability among low-income households by 10% by 2028
- Improve health outcomes for housing-insecure residents, measured through reduced ER visits and increased access to preventive care

Priority 4 Transportation

Identified Needs:

- Limited or no public transportation in rural areas
- Transportation barriers to accessing care, employment, and services

Strategies:

1. Conduct a regional transit feasibility study by 2026, exploring on-demand and rideshare models.
2. Integrate transportation assistance into healthcare navigation and workforce programs.
3. Increase access to healthcare services through expanded telehealth options.
4. Advocate for transportation policy improvements and community awareness campaigns.

Resources:

- OATS Transit
- County health departments
- Missouri Department of Transportation (MODOT)
- Local governments
- Employers
- Faith-based organizations

Anticipated Impact:

- Increase transportation access for seniors and low-income populations by 20% by 2028
- Reduce missed medical appointments due to transportation issues

Priority 5 Chronic Disease Prevention & Management

Identified Needs:

- High rates of diabetes, obesity, and heart disease
- Limited access to healthy food and physical activity opportunities
- Low health literacy

Strategies:

1. Provide chronic disease education and support groups for at least 500 participants annually.
2. Expand school and community-based fitness and nutrition programs in all six counties.
3. Increase community self-efficacy through health literacy campaigns.
4. Continue offering low-cost lab screenings and host annual health fairs.

Resources:

- Hannibal Regional Healthcare System Wellness Programs
- County health departments
- School systems
- Social service agencies and community partners

Anticipated Impact:

- Improve self-reported disease management skills among participants by 20%
- Reduce obesity prevalence in the service area by 5% by 2028

Priority 6 Workforce Development (Health and Social Sectors)

Identified Needs:

- Shortage of qualified health and social service professionals
- Need for recruitment, training, and retention programs

Strategies:

1. Develop a healthcare-focused workforce pipeline program in collaboration with local schools and colleges.
2. Expand local internships, CNA training, and healthcare career awareness initiatives.
3. Support provider incentive programs and burnout reduction strategies.
4. Offer mental health support services for healthcare providers.
5. Advocate for state and federal loan repayment programs and housing incentives for rural service.

Resources:

- Hannibal Regional Economic Development Corporation
- Hannibal Regional Healthcare System
- Moberly Area Community College
- Hannibal Career and Technical Center
- Colleges, including Culver-Stockton College and Hannibal-LaGrange University

Anticipated Impact:

- Increase the local healthcare workforce by 15% by 2028
- Improve retention rates for healthcare providers by 10%

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Evaluation and Accountability

Progress will be tracked annually using shared indicators across partners, such as:

- Emergency department visit rates
- Preventive screening participation
- Housing placements
- Workforce retention rates

The CHNA Steering Committee will conduct annual reviews and publish public updates on progress toward each priority's measurable goals.

CHNA Steering Committee

Wendy Harrington, Hannibal Regional Healthcare System

Denise Damron, United Way of the Mark Twain Area

Maria Kuhns, Hannibal Regional Economic Development Corporation

Craig Parsons, Marion County Health Department