



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM AWARENESS SITE PROFILE – BIRMINGHAM (AL)

Program Information

Link Chapter/Program Site: Birmingham (AL)

Link Chapter President: Dr. Marquita Davis

Link Program Coordinator: Deveta Peoples

Link Program Co-Coordinator: Anabela Simon-Lee

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Program Management

- **Program Team Structure/Roles:** Link Program Coordinator, Link Program Co-Coordinator, Link Chapter Health and Human Services Facet, Link Chapter Volunteers & Community Partner
- **Challenges/Resolutions:** Finding a low-income community with a viable number of participants. We talked with stakeholders in the community to assist with the identification of an appropriate location.

Participant Recruitment

- Number of Participants: 75

Educational Sessions

- **Course Instructors/Facilitators:** Link Program Co-Coordinator/Cardiologist & Birmingham Black Nurses Association (BBNA); Conducted Know Your Risk for Heart Disease & Act In Time: Heart Attack Signs
- **Challenges/Resolutions:** The need for more time per discussion/workshop; the need to customize the information to ensure that the participant has complete understanding of the information provided in the discussion/workshop; Conducted more individualized sessions

Community Health Partnerships

- **Number of Partners:** 2 –BBNA & Smithfield Public Library
- **Partner Contribution/Activities:** heart health materials, session facilitators, participant recruitment, **gift bags**, pedometers, Winn Dixie gift cards & blood pressure monitors

Products

- **Materials/Merchandise Produced:** Pamphlets, flyers, & Facebook campaign