



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM AWARENESS SITE PROFILE – BROOKLYN (NY)

Program Information

Link Chapter/Program Site: Brooklyn (NY)

Link Chapter President: Muriel Goode-Trufant, Esq.

Link Program Coordinator: Dr. Leslie Hayes

Link Program Co-Coordinator: N/A

Contact Information: mgoode@law.nyc.gov or 917.375.8294

Program Management

- **Program Team Structure:** Link Program Coordinator; Link Chapter President; Link Chapter Volunteers
- **Challenges/Resolutions:** Scheduling of presentations; scheduling of presenter; development of presentation; A Chapter Link physician graciously agreed to present and her daughter operated the computer for the presentation.

Participant Recruitment

- **Number of Participants:** 130
- **Challenges/Resolutions:** Recruiting participants, space for programming, timing of activities; Our strategic/community partnerships assisted in participant recruitment, venue and program activities

Educational Sessions

- **Course Instructors/Facilitators:** Link physician & community physician; Conducted Know Your Risk for Heart Disease and Take Good Care of Your Diabetes for Life

Community Health Partnerships

- **Number of Partners:** 11 – American Heart Association, Alpha Kappa Alpha Sorority, Inc., Delta Rho Omega Chapter; Brooklyn Alumnae Chapter of Delta Sigma Theta Sorority, Inc., New York State- Zeta Phi Beta Sorority, Inc., Sigma Gamma Rho Sorority, Inc., Brooklyn & Queens Chapter and Brooklyn Chapter, Jack and Jill of America, Inc., Emmanuel Baptist Church, CHOSEN: The Women's Ministry, The Brooklyn Hospital Center, St. Paul's Community Baptist Church
- **Partner Contribution/Activities:** Go Red Day speaker & heart health materials, funding, publicity, assembling of gift bags of healthy snacks, set-up/clean up, meeting space, A/V, programming assistance, screenings & distribution of literature

Products

- **Materials/Merchandise Produced:** Promotional postcards, flyers & FB posts with tips on heart health