



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM AWARENESS SITE PROFILE – MIDDLESEX COUNTY (MA)

Program Information

Link Chapter Program Site: Middlesex County (MA)

Link Chapter President: Paula Wright

Link Program Coordinator: Stephanie Pinder-Amaker

Link Program Co-Coordinator: Donna Cramer

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Program Management

- **Program Team Structure:** Link Program Coordinator, Link Program Co-Coordinator, Link Chapter Health & Human Services Co-Chairs & Link Chapter Volunteers
- **Challenges/Resolutions:** To educate women of color about the risk of heart disease using a “teach a few so many may learn” model; To develop strategies that would promote interaction with the educational material; to reach as many women as possible and promote behavior change. We utilized a staged plan of implementation (versus a single event); conducting two “teach and test” heart health sessions; issuing a Chapter challenge to “teach and test” others, report out and share efforts the following month; and by using the identical model to engage women of color through our community partner.

Participant Recruitment

- **Number of Participants:** 125
- **Challenges/Resolutions:** Our model utilized existing Chapter and community partner formats and meeting opportunities for the initial phase of “teach and test.” We then challenged all participants to “recruit” through their interactions at home, workplace and in the community. In stage three, we shared these experiences with each other.

Educational Sessions

- **Course Instructors/Facilitators:** Link Chapter physicians & Link Chapter health care professionals
- **Challenges/Resolutions:** Our community partner has many members for whom English is not their first language. This requires a translator during educational sessions. The multilingual *HeartLink* resources helped us to address this challenge most effectively.

Community Health Partnerships

- **Number/Name of Partners:** 1 – Brookview House
- **Partner Contribution/Activities:** Community partner members paid it forward, by sharing the “teach and test” model with their friends, family, co-workers and neighbors

Products

- **Materials/Merchandise Produced:** Promotional flyers