



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM AWARENESS SITE PROFILE – MISSOURI CITY (TX)

Program Information

Link Chapter/Program Site: Missouri City Chapter (TX) Link Chapter President: Carolyn Guess
Link Program Coordinator: Jarmese Roberts Morris Link Program Co-Coordinator: Linda Brown Coleman
Contact information: jlmorris56@aol.com or 713.898.8478

Program Management

- **Program Team Structure/Roles:** Link Program Facilitator, Link Program Co-Coordinator, Link Chapter Health and Human Services Facet Members & Link Chapter Volunteers
- **Challenges/Resolutions:** Deciding on method of disseminating the heart health education information through social media to enlarge and maximize outreach. Worked with community partners to achieve target goals, disseminate mass social media messages.

Participant Recruitment

- **Number of Participants:** 625 (over 40,000 via Social Media)
- **Challenges/Resolutions:** Creating a program that was educational, entertaining and friendly to attract community attention. Easy to read, informative material. Innovative speakers and health professionals who taught through hip hop health music lyrics in English and Spanish. Good venue locations.

Educational Sessions

- **Course Instructors/Facilitators:** Cardiologist, nephrologist & heart disease survivors,

Community Health Partnerships

- **Number of Partners:** 7 – American Heart Association, Texas Southern University Dietetics Department, DJ, photographer, videographer, cardiologist & nephrologist (aka “Rapper MD”)
- **Partner Contribution/Activities:** Coordinated venues, speakers, invitations, programs, screenings, health fair handouts, schools, healthy lunches & snacks, music & heart health lyrics

Products

- **Materials/Merchandise Produced:** Created “Reduce the Risk of Heart Disease” message for Social Media, emails, banners & Facebook