



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM AWARENESS SITE PROFILE – OAKLAND COUNTY (MI)

Program Information

Link Chapter/Program Site: Oakland County (MI) Link Chapter President: Winifred Green
Link Program Coordinator: Barbara Whittaker Link Program Coordinator: N/A
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Program Management

- **Program Team Structure/Roles:** Link Program Coordinator, Link Chapter Health and Human Services Facet & Link Chapter Members
- **Challenges/Resolutions:** Managing involvement of the Bowen Center Seniors to get them places and set-up programs. This issue was resolved by coordinating through the National Trends committee leads Kathy Littleton and Alice Nails. Bowen Center provided us with a coordinate from their Golden Opportunity Group Neleita Patterson.

Participant Recruitment

- **Number of Participants :** 115
- **Challenges/Resolutions:** Getting information returned about spreading word with our heart health packets and steps. Some Link members got creative in their distribution using the Internet. Provided opportunities to walk with group activities

Educational Sessions

- **Course Instructors/Facilitators:** Link Chapter members, Tai Chi instructor
- **Challenges/Resolutions:** Coordination of trainers and lecturers, both availability and site requirements. Too many people involved needed one focal point for each activity. Encouraging Chapter members to take part in the Healthy activities like the 5000 step challenge. Make it more fun and do group activities

Community Health Partnerships

- **Number of Partners:** 4 – Detroit Manufacturing Systems, Fiat Chrysler Automobiles, Welcome Baptist Church & Local American Heart Association
- **Partner Contribution/Activities:** Provided tickets to Red Dress Day, Heart Walk & display materials; provided website access to display heart health material to all 60,000 employees, health fair, heart health brochures, screening of 900 participants

Products

- **Materials/Merchandise Produced:** Promotional materials & Walking Pledge by Link Chapter members (prizes given the member with the most miles each month)