



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM AWARENESS SITE PROFILE – TACOMA (WA)

Program Information

Link Chapter/Program Site: Tacoma (WA) Link Chapter President: Mary Green
Link Program Coordinator: Victoria Fletcher Link Program Co-Coordinator: Alyce McNeil
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Program Management

- **Program Team Structure/Roles:** Link Program Coordinator, Link Program Co-Coordinator, Link Chapter Health and Human Services Facet Members & Link Chapter Volunteers
- **Challenges/Resolutions:** Downloading and copying of the curriculum from website; time consuming and materials not available in PowerPoint format; PowerPoint developed by cutting and pasting pictures and other materials from the curricular and program resources

Participant Recruitment

- **Number of Participants:** 292
- **Challenges/Resolutions:** Difficult to get target population to take the time for a health promotion discussion due to competing demands on time; With Every Heartbeat is Life curriculum lessons are designed for small group discussions; difficult to use with a large group; Dovetailed with existing events when possible (i.e., community forum held immediately after church service when congregation would more likely be available); Important facts and information from With Every Heartbeat is Life curriculum transferred to a PowerPoint slide deck for viewing by a larger audience; Dividing group into smaller groups allowed more interaction.

Educational Sessions

- **Course Instructors/Facilitators:** Link Chapter nurse practitioner; Conducted Knowledge Is Power: Know Your Risk for Heart Disease & Help Your Heart: Control Your High Blood Pressure
- **Challenges/Resolutions:** Curriculum is designed for the adult lay public with little heart health knowledge and is very basic. Content had to be enhanced both for audiences that already had the basic knowledge. For participants that already had basic heart health knowledge, presenter used additional information and facts to engage participants at an advanced level.

Community Health Partnerships

- **Number of Partners:** 4 – Tacoma Pierce County Health Department, Ebony Nurses Association of Tacoma, Zeta Omega Omega Chapter of Alpha Kappa Alpha Sorority, Inc. & Prayer Tower Christian Academy
- **Partner Contribution/Activities:** Promoting events, screenings, program manager for support and resource, heart health educational materials, list of community providers/clinics for participants needing medical providers, session venues, participant recruitment, audiovisual equipment & technical support

Products

- **Materials/Merchandise Produced:** Promotional flyers Social Media campaign & commercial preparation of Heart Healthy Vegetable Stew recipe from With Every Heartbeat is Life Curriculum