



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM AWARENESS SITE PROFILE – WASHINGTON (DC)

Program Information

Link Chapter/Program Site: Washington (DC)

Link Chapter President: Pamela Banks Reed

Link Program Committee Chair: Geri Hall

Link Program Committee Co-Chair: Joan McGlockton

Link Project Coordinator: Michelle Hawkins

Link Program Co-Coordinators: Vivian Pinn, Janine Clayton & Iris Morton

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Program Management

- **Program Team Structure:** Link Program Coordinator, Link Program Co-Coordinators, Link Chapter President, Link Chapter Health and Human Services Facet Co-Chairs & Committee Members, Link Chapter Volunteers & Members Community Partners

Participant Recruitment

- **Number of participants recruited:** A massive marketing campaign was conducted to advertise the 2016 AAHP Community Day. The focus of the event was to promote health awareness to include: heart health awareness and health screenings, healthy food samples – a “Taste of Nutrition” & a 5K walk. There were about 400 registrants for the AAHP day.
- **Challenges/Resolutions:** The biggest challenge for the African American Health Program 2016 Community Day was getting participants to visit health screening stations. An attempt was made to physically place screening tables behind registration tables. Registrants were given a card for screeners to stamp. Completed cards were submitted and entered into a raffle.

Educational Sessions

- **Course Instructors/Facilitators:** Link Chapter Volunteers; Conducted “Knowledge is Power: Know your Risk for Heart Disease,” “Help your Heart: Control your Blood Pressure,” “Act in Time to Heart Attack Signs,” & “Get Energized! Say Yes to Physical Activity”

Community Health Partners

- **Number of Partners:** 9 – African American Health Program, Adventist Healthcare, Black Nurses Association, Holy Cross Hospital, Howard University Hospital, Johns Hopkins Suburban Hospital, Kaiser Permanente, Kariah Healthcare Solutions & Medstar
- **Partner Contribution/Activities:** Screenings, Red Dress speakers & supplemental funding

Products

- **Materials/Merchandise Produced:** Promotional flyers, My plate, social media campaigns on AAHP Twitter & Facebook pages