



## *HeartLinks* to Heart Health Program



### **HEARTLINKS PROGRAM AWARENESS SITE PROFILE – WATERBURY (CT)**

#### **Program Information**

Link Chapter/Program Site: Waterbury (CT)

Link Chapter President: Valita Lockett

Link Program Coordinator: Marcia Tejada-Smith

Link Program Co-Coordinator: Aresta L. Johnson

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#### **Program Management**

- **Program Team Structure:** Link Program Coordinator, Link Program Co-Coordinators, Link Chapter Health and Human Services Facet Chair, Link Chapter Volunteers & Community Partners
- **Challenges/Resolutions:** Selecting a venue that would attract the target community to attend. The HHS Facet sought a partnership with the health ministry of a well-respected local Waterbury church, Grace Baptist Church. The church's health ministry participated in the solicitation of its members to attend the *HeartLinks* Program and the session was held at the church.

#### **Participant Recruitment**

- **Number of Participants:** 53
- **Challenges/Resolutions:** To ensure a session schedule that was convenient for the participants to attend. The HHS Facet worked closely with its partners to generate interest in the topic and the program. The program encouraged participants to wear red to be eligible to win a door prize.

#### **Educational Sessions**

- **Course Instructors/Facilitators:** Community partner physicians
- **Challenges/Resolutions:** Selecting a schedule conducive for the volunteer medical professionals, partners and participants; culling down the amount of information available to ensure the presentation was informative, engaging and easily understandable for the target audience; and conducting a timely, follow-up session that will provide for the continuation of the discussion on a healthy heart. The challenges were addressed through proper, upfront planning with HHS Facet team members and also with the community partners. All partners were aware of the planned activities through conference calls and copious meeting minutes that were distributed on a timely basis at the conclusion of each meeting. The *HeartLinks* Toolkit materials were reviewed with the guest lecturer to ensure the salient points were addressed.

#### **Community Health Partnerships**

- **Number of Partners:** 4 – Grace Baptist Church Health Ministry, the Greater Waterbury Alumna Chapter of the Delta Sigma Theta Sorority, Dr. Marcia Tejada-Smith (Waterbury physician) & Dr. Shawnette Alston (general practitioner)
- **Partner Contribution/Activities:** Participant recruitment, session venue, program planning, refreshment procurement and set-up, event registration, program ice breaker & clean-up

#### **Products**

- **Materials/Merchandise Produced:** Invitational flyer & Health Passport booklets