



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM INTERVENTION SITE PROFILE – ARLINGTON (VA)

Program Information

Link Chapter/Program Site: Arlington (VA)

Link Chapter President: Evelyn Brown

Link Program Coordinator: Michelle Jones

Link Program Co-Coordinator: Shirley Bowden

Contact Information: missmjones7@yahoo.com or 703.575. 9080 (Michelle Jones); shirleywatkinsbowden@gmail.com
301.476.7533 (Shirley Bowden)

PROGRAM MANAGEMENT

- **Program Team Structure:** Link Program Coordinator, Link Program Co-Coordinator, Link Chapter President, Link Chapter Health & Human Services (HHS) Facet Chair, HHS Committee Members, Eastern Area *HeartLinks* Chair & Link Chapter Volunteers

PARTICIPANT RECRUITMENT & RETENTION

- **Number of Sites Recruited/Retained:** 2/1
- **Number of Participants Recruited/Retained:** 300/23
- **Recruitment/Retention Strategies:** Link Chapter Members, Community center & partners, & Chapter holiday & Red Dress community events were used to identify prospective participants; informational flyers & brochures; give-aways; grocery store gift cards, gift bags w/ "healthy" cookware, utensils, cookbooks & fitness wear; Recognition Ceremony for participants upon program completion; & healthy meal at each session
- **Number Screened (Pre/Post):** 36/18

EDUCATIONAL SESSIONS

- **Course Schedule:** Monthly sessions on Thursdays from 6:30–8:30 p.m. from January 2016 to April 2016
- **Course Instructors/Facilitators:** Chapter Links; Links physicians & nutritionist; cardiologist; National Red Dress & AARP spokespersons, celebrity chef; physicians & physical trainers
- **Participant Involvement:** Engagement in session discussions with speakers & other participants

COMMUNITY HEALTH PARTNERSHIPS

- **Number of Partners:** 10
- **Community Event/Number Screened:** Chapter Holiday Community Event/78 (at Red Dress Event)
- **Red Dress Event/Number Attended:** 7th Annual Red Dress Event/500+
- **Partner Contribution:** Screenings; give-a-ways; venues for Screening Event, Red Dress Event & *HeartLinks* sessions; photocopying; salt-free spice/herb samples; financial donations; healthy soul food cookbooks/recipes & cooking demonstrations; gift cards; incentives

PRODUCTS

- **Materials/Merchandise Produced:** Flyers for each of sessions, WHUR radio announcements & *HeartLinks* journals
- **Sustained Activities:** Program plans for 2016-2017 have begun with preliminary discussions to include an enhancement of *HeartLinks* activities for the family. This would include a variety of activities for children while mothers attend a *HeartLinks* session.