



## *HeartLinks* to Heart Health Program



### **HEARTLINKS PROGRAM INTERVENTION SITE PROFILE – ASHEVILLE (NC)**

#### **Program Information**

Link Chapter/Program Site: Asheville (NC)

Link Chapter President: Diane Mance

Link Program Coordinator: Sharon K. West

Link Program Co-Coordinator: N/A

Contact Information: [sharonkellywest@gmail.com](mailto:sharonkellywest@gmail.com)

#### **PROGRAM MANAGEMENT**

- **Program Team Structure:** Link Program Coordinator, Link Chapter Program Members & Community Members

#### **PARTICIPANT RECRUITMENT & RETENTION**

- **Number of Sites Recruited/Retained:** 3/3
- **Number of Participants Recruited/Retained:** 51/31
- **Recruitment/Retention Strategies:** Churches, local non-profit organizing providing health education; healthy lunches at each session; incentives, certificate of completion; gift cards for perfect attendance;
- **Number Screened (Pre/Post):** 51/36

#### **EDUCATIONAL SESSIONS**

- **Course Schedule:** Saturdays from 1:00–3:00 p.m. from December 2015–February 2016
- **Course Instructors/Facilitators:** Link Chapter registered nurse, physician (internist), registered nurses, community health coordinator (nutrition) & Body & Soul trainer
- **Participant Involvement:** Engaged in group discussions & activities, healthy smoothie demonstrations, Dancecize, disseminating handouts, encouraged & transported fellow participants to/from sessions

#### **COMMUNITY HEALTH PARTNERSHIPS**

- **Number of Partners:** 10
- **Community Event/Number Screened:** Community Health Fair/25 (60 men)
- **Red Event/Number Attended:** Red Dress Luncheon/100+
- **Partner Contribution:** Venue for *HeartLinks* sessions; *HeartLinks* Facilitators; Red Dress speaker; screenings; health information; & physical exercise demonstrations

#### **PRODUCTS**

- **Materials/Merchandise Produced:** Promotional flyers
- **Sustained Activities:** *HeartLinks* community partner/church health coordinator is conducting a smaller scale version of the *HeartLinks* education program at the church for women & men