



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM INTERVENTION SITE PROFILE – ROANOKE (VA)

Program Information

Link Chapter/Program Site: Roanoke (VA)

Link Chapter President: Connie Steele

Link Program Coordinator: Rhonda Poindexter

Link Program Co-Coordinator: Sandra Davis

Contact Information: rhondap1113@gmail.com or 540.552.8409 Home; 540.230.3713 Cell

PROGRAM MANAGEMENT

- **Program Team Structure:** Link Program Coordinator, Link Program Co-Coordinator, Link President, Link Chapter Executive Committee, Health & Human Services Facet, National Trends & Services Facet, International Trends and Services Facet, Services to Our Youth Facet, The Arts Facet, Operational Committee & Link Chapter Volunteers

PARTICIPANT RECRUITMENT & RETENTION

- **Number of Sites Recruited/Retained:** 5/5
- **Number of Participants Recruited/Retained:** 186/22
- **Recruitment/Retention Strategies:** Link Chapter members, community advertising, civic & religious organizations, one-on-discussion with medical providers & corporate organizations, distribution of heart healthy literature, healthy meals, snacks & giveaways at every session, complimentary Red Dress event tickets to participants
- **Number Screened (Pre/Post):** 61/17

EDUCATIONAL SESSIONS

- **Course Schedule:** Every other Saturday or every 3rd Saturday from 9:00 a.m. – 1:00 p.m. from February 2016–April 2016
- **Course Instructors/Facilitators:** Community medical providers (nutrition, diabetes, physical exercise/fitness, sports medicine), Sodexo Corporation provided cooking demonstrations, medical providers
- **Participant Involvement:** Engaged in group activities, demonstrations, discussions with speakers, greeters, registration, distributing handouts and encouraged, provided transportation to/from sessions/events & made reminder calls to fellow participants

COMMUNITY HEALTH PARTNERSHIPS

- **Number of Partners:** 28
- **Community Event/Number Screened:** Community screening/146
- **Red Event/Number Attended:** Red Dress Luncheon/102
- **Partner Contribution:** Participant & community recruitment, screening, facility acquisition, session facilitators, funding/incentives, heart health educational materials, on-site materials for registering and processing participants, photocopying of course materials, evaluations, and programs, advertising community events, preparing, providing and serving healthy meals/snacks, setting-up and breaking-down of facilities/meeting rooms, & providing equipment for screenings

PRODUCTS

- **Materials/Merchandise Produced:** Promotional flyers & *HeartLinks* event/session programs
- **Sustained Activities:** Continue to actively participate & support other heart health organizations & grassroots efforts, such as “Sisters’ Night Out,” Healthy Roanoke Valley, Community Health Promoter Program & WomenHeart initiatives