



HeartLinks to Heart Health Program



HEARTLINKS PROGRAM INTERVENTION SITE PROFILE – TEXAS SPRING CYPRESS (TX)

Program Information

Link Chapter/Program Site: Texas Spring Cypress (TX) Link Chapter President: Alane Lillie
Link Program Coordinator: Jackie Pope Link Program Co-Coordinator: N/A
Contact Information: jackie.pope@houston.tx.gov or 713.302.8412 (Jackie Pope); 713.503.1701 (Alane Lillie)

PROGRAM MANAGEMENT

- **Program Team Structure:** Link Program Coordinator, Link Chapter President & Site Coordinator, Link Chapter Health & Human Services Facet, Link Physicians/Medical Team, Link Data & Administrative Team & Link Chapter Volunteers

PARTICIPANT RECRUITMENT & RETENTION

- **Number of Sites Recruited/Retained:** 1/1
- **Number of Participants Recruited/Retained:** 67/54
- **Recruitment/Retention Strategies:** Recruited at local community center where seniors regularly engage, utilized Site Coordinator's existing partnership with center to conduct 2 interest meetings, placed recruitment- and meetings/activities flyers on center bulletin board, incentives, such as heart-healthy lunches, gift cards & complimentary "Fabulous" Red Dress tickets for participants, program value & relevance, program structure, clear and concise communication & special recognition of participants
- **Number Screened (Pre):** 58

EDUCATIONAL SESSIONS

- **Course Schedule:** Monthly on the last Thursdays from 11:30 a.m. –1:30 p.m. from December 2015–April 2016
- **Course Instructors/Facilitators:** Physicians (cardiologist), nurses, mental health professionals, chefs, physical therapists & nutritionists
- **Participant Involvement:** Engaged in group discussions, dialogue with speakers & encouraged and made reminder calls to fellow participants

COMMUNITY HEALTH PARTNERSHIPS

- **Number of Partners:** 6
- **Community Event/Number Screened:** 141
- **Red Event/Number Attended:** "Fabulous" Red Dress Luncheon/100+
- **Partner Contribution:** Participant recruitment, promotion by placing flyers on community bulletin board, advertisement in partner newsletter, website & word of mouth, encouraged participation & meeting venue

PRODUCTS

- **Materials/Merchandise Produced:** Promotional flyers & *HeartLinks* T-Shirts
- **Sustained Activities:** *HeartLinks* activities to be continued include sessions emphasizing heart-healthy diet and the continuation of the walking/exercise group