



HeartLinks Program



HEARTLINKS PROGRAM SITE PROFILE – BUCKHEAD CASCADE CITY

Program Information

Link Chapter/Program Site: Buckhead Cascade City
Link Program Coordinator: Jacquelyn P. Curry

Link Chapter President: Runette Flowers, MD
Link Program Co-Coordinator: Ruby S. Lucas

PROGRAM MANAGEMENT

- **Program Team Structure:** Link Program Coordinator, Link Co-Coordinator, Link Chapter Program Chair & Link Chapter National Trends & Services Facet Members

PARTICIPANT RECRUITMENT & RETENTION

- **Number of Sites Recruited/Retained:** 1/1
- **Number of Participants Recruited/Retained:** 55/35
- **Recruitment/Retention Strategies:** Flyers; announcements, recommendations & resources from 42 community partners; *HeartLinks* Ambassador T-Shirts for participants; meeting reminder calls; prizes for attendance & recruitment of new participants; Progress Awards; transportation; healthy lunch after each session; positive reinforcement; group photo; & group bonding
- **Number Screened:** 35

EDUCATIONAL SESSIONS

- **Course Schedule:** Bi-weekly, bundled sessions (i.e., 2-3) on Tuesdays from 10:00 a.m. – 12:30 p.m. from September – March; No sessions were held during Thanksgiving week or December
- **Course Instructors/Facilitators:** Chapter Links; cardiologist; internal medicine physician; anesthesiologist; nutritionist; healthy cooking educators; physical trainers; staff members from the Department of Health Promotion and Disease Prevention; & a member of the Fulton County Department of Aging
- **Participant Involvement:** Presented course reviews, mini-topics & exercise demonstrations; lead group discussions; recorded attendance; distributed course materials; participated in four post-session Q&A discussions led by the nutritionist, healthy cooking educator, cardiologist & physical trainer; & attended program's Cardiac De-stressor (an afternoon at the theater)

COMMUNITY HEALTH PARTNERSHIPS

- **Number of Partners:** 42
- **Community Event/Number Screened:** Community Screening/61; Red Event Screening/71; Walgreen's Big Red Bus Screening/50
- **Red Event/Number Attended:** "Heart Disease Prevention and Treatment-A Better Life" Health Fair at Greenbriar Mall/458 plus vendors & program participants
- **Partner Contribution:** Venue for *HeartLinks* sessions; transportation; healthy cooking demonstrations; healthy lunches; cookbooks; *HeartLinks* Facilitators; door prizes; screenings; health information; & physical exercise demonstrations

PRODUCTS

- **Materials/Merchandise Produced:** Promotional flyers; *HeartLinks* Ambassador T-shirts; photo journal of *HeartLinks* program activities & participants; video of the Red Event/Health Fair; & a *HeartLinks* Pamphlet