



HeartLinks Program



HEARTLINKS PROGRAM SITE PROFILE – ARLINGTON, VA

Program Information

Link Chapter/Program Site: Arlington, VA
Link Program Coordinator: Shirley Bowden

Link Chapter President: Lavern Chatman
Link Program Co-Coordinator: Karen Hughes

PROGRAM MANAGEMENT

- **Program Team Structure:** Link Program Coordinator, Link Chapter President, Link Chapter National Trends & Services (NTS) Facet Chair, NTS Committee Members & Link Chapter Volunteers

PARTICIPANT RECRUITMENT & RETENTION

- **Number of Sites Recruited/Retained:** 1/1 (i.e., church & participants from housing authority)
- **Number of Participants Recruited/Retained:** 85/52
- **Recruitment/Retention Strategies:** Community partners & Link Chapter Members identified prospective participants; interest meetings; informational flyers & brochures; give-aways; utilized *HeartLinks* email, Facebook & e-blasts to communicate with participants & disseminate program information & notices; posted door knockers throughout community; attendance prizes; “Red” raffle prizes; Recognition Ceremony for participants upon program completion; & healthy continental breakfast at each session
- **Number Screened:** 85

EDUCATIONAL SESSIONS

- **Course Schedule:** Monthly sessions on Saturdays from 10:00 a.m. – 1:00 p.m. from October to February
- **Course Instructors/Facilitators:** Chapter Links; Links doctors; cardiologist; endocrinologist; psychologist; chefs; fireman; physicians (internal medicine, general practitioner); & physical trainers
- **Participant Involvement:** Recorded attendance & health screening values; actively engaged in roundtable discussions & Q&A group- & one-on-one sessions with guest speakers at the conclusion of educational sessions; participated in set-up & clean-up of healthy continental breakfast; distributed raffle tickets; assisted with award/reward presentations; & distributed gift bags of heart healthy cereals & salt-free seasoning samples

COMMUNITY HEALTH PARTNERSHIPS

- **Number of Partners:** 12
- **Community Event/Number Screened:** Health Fair/110
- **Red Dress Event/Number Attended:** Red Reception, guest speaker (cardiologist) & Award Presentation for community partners & guest facilitators of educational sessions/96
- **Partner Contribution:** Screenings; give-a-ways; pedometers; venues for Screening Event, Red Dress Day Event & *HeartLinks* sessions; photocopying; heart healthy cereal; salt-free spice/herb samples; coupons; financial donations; soul food makeover demonstrations; collateral material; & heart deck playing cards

PRODUCTS

- **Materials/Merchandise Produced:** Videos of *HeartLinks* educational sessions; PowerPoint presentations of 10 *HeartLinks* educational instructions; “Red Dress” photo poster boards of African American women depicting sisterhood; & photo collage of 10 sessions depicting *HeartLinks* participation/activities