



HeartLinks Program



HEARTLINKS PROGRAM SITE PROFILE – COLUMBUS, OH

Program Information

Link Chapter/Program Site: Columbus, OH

Link Chapter President: Greta Russell

Link Program Coordinator: Lorraine Brock

PROGRAM MANAGEMENT

- **Program Team Structure:** Link Program Coordinator, Chapter President & Link Chapter Volunteers

PARTICIPANT RECRUITMENT & RETENTION

- **Number of Sites Recruited/Retained:** 5/5 (i.e., church, an employee affinity group at the corporate office of a national bank, senior public housing facility & two comprehensive women's treatment facilities)
- **Number of Participants Recruited/Retained:** 86/65
- **Recruitment/Retention Strategies:** Community outreach technical advice from health professionals & community activists; interest meetings with community- & women's organizations; promoted program on radio talk show; starting/ending sessions on time; providing healthy snacks & time for fellowship at each session; *HeartLinks* Facilitators commitment to making healthier lifestyle changes along with the group participants; meeting reminder calls & mailings; giveaways/prizes; raffle drawings; & grocery gift cards for weekly attendance
- **Number Screened:** 80

EDUCATIONAL SESSIONS

- **Course Schedule:** Weekly 1- 1½ hour sessions from October to March. Sessions were conducted on various days/times across the sites (i.e.; Monday evenings, Thursday mornings & Thursday afternoons)
- **Course Instructors/Facilitators:** Chapter Links; cardiologist; chef; fireman; physicians (internal medicine, general practitioner); & persons experiencing or recovering from heart disease
- **Participant Involvement:** Shared personal stories during the sessions of the impact of heart disease on them or their families; & discussed their healthy lifestyle changes (i.e., going on walks, eating more fruits & vegetables, exercising more & being mindful to control food portions)

COMMUNITY HEALTH PARTNERSHIPS

- **Number of Partners:** 8
- **Community Event/Number Screened:** Community Screening/64 women, 33 men; a second Community Screening is planned for May
- **Red Event/Number Attended:** Presentations by *HeartLinks* Facilitators at two Link Chapter Meetings/12 & 36 respectively
- **Partner Contribution:** Screenings; give-a-ways; photocopying; literature; venue for *HeartLinks* sessions; & monetary grants