Your Heart, Your Life: Three Strategies To Offer in Your Community

Strategy	Goals	Description of Activities	Settings	Target Audience
1. Train the Trainer	• Increase the number of promotores who are prepared to train others. • Increase the use of the "Your Heart, Your Life" manual by trained promotores. • Increase knowledge about heart health. • Increase positive attitudes and behaviors toward a healthy lifestyle. • Increase the ability to identify risk factors for cardiovascular disease in participants.	Trained promotores train others by: • Recruiting promotores. • Teaching the "Your Heart, Your Life" manual to other promotores. • Administering the pretest and posttest. • Doing followups to make sure that trained promotores are using the manual.	Clinical and nonclinical: • Community-based organizations • Clinics • Hospitals • Public health programs	• Promotores • Other health professionals, for example, nurses, registered dietitians, nutritionists, and public health educators

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Strategy	Goals	Description of Activities	Settings	Target Audience
2. Community Education **a. Teach the educational manual only.**	• Increase knowledge about heart health. • Increase positive attitudes to make lifestyle changes. • Increase the adoption of healthy lifestyle behaviors.	Trained promotores who work in nonclinical settings: • Recruit members of the community. • Teach the "Your Heart, Your Life" manual. • Administer the "My Health Habits Pretest and Posttest."	Nonclinical: • Community-based organizations • Resource centers • Homes • Schools • Faith-based organizations • Senior centers	• Families and community members with signed informed consent
b. Teach the educational manual, and screen project participants.	• Increase knowledge about heart health. • Increase positive attitudes to make lifestyle changes. • Increase the adoption of healthy lifestyle behaviors. • Track participants' clinical data. • Refer participants with elevated levels to health care professionals to verify if levels are high.	Trained promotores working in nonclinical settings: • Recruit members of the community. • Teach the "Your Heart, Your Life" manual. • Administer the "My Health Habits Pretest and Posttest." • Take height, weight, and waist measures. • Measure participants' blood pressure, blood cholesterol, and blood glucose levels. • Refer individuals with elevated clinical measures to health care professionals to confirm their levels are high.	• Nonclinical in partnership with a health care professional	• Families and community members with signed informed consent

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Strategy	Goals	Description of Activities	Settings	Target Audience
3. Lifestyle and Clinical Management	• Increase knowledge about heart health. • Increase positive attitudes for making lifestyle changes. • Increase adoption of healthy lifestyle behaviors. • Lower body mass index (BMI), high blood pressure, high blood cholesterol, and high blood glucose.	Trained promotores who participate as members of the health care team: • Teach the "Your Heart, Your Life" manual to patients with heart disease risk factors and to patients who are interested in learning about heart health. • Administer the "My Health Habits Pretest and Posttest." • Take patients' height, weight, and waist measures. • Work with health care professionals to track patients' blood pressure, blood cholesterol, and blood glucose. • Do followup activities (home visits and phone calls) to make sure patients are following their treatment plans and making lifestyle changes. • Provide social support and encouragement.	• Clinics • Hospitals • Managed-care programs • Health centers • Private doctors' offices • Health departments	• Patients with heart disease risk factors • Patients interested in learning about heart health