

STAKEHOLDERS AND MESSAGES

“Stakeholder” refers to any person who has a “stake” or vested interest in your heart health program. Keeping your stakeholders up-to-date on your program not only lets them know what is going on, but also lets them know why your program is benefiting your community.

Prepare yourself to communicate with stakeholders. Think about the kinds of questions they may ask you and key messages to share with each one. **Use the examples in the table to guide you.** Keep in mind that what stakeholders want to know will vary by program and community. Be sure to adapt this table to your own unique situation.

| Stakeholder | Questions They May Have | Examples of Messages to Share |
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| People Who May Join Your Program | <ul style="list-style-type: none"> • What will we learn in your program? • What kinds of things will we do? • Who is teaching the program? • What language will be used? • How does your program relate to our lives? • How are people in your program using what they learned? • How does this help our community? | <ul style="list-style-type: none"> • This is a great opportunity for you to learn about things that cause heart disease. These include things like not being physically active, high blood pressure, and high blood cholesterol. • This is a fun and active program! You will get to work in groups, do activities, try out recipes, and ask your heart health questions. • Join others in getting heart healthy! • At the end of the program, we will have a graduation and you will get a certificate of participation. |
| Neighborhood Leaders | <ul style="list-style-type: none"> • How does this program help our community? • Why did you choose this program for our community? • Will you keep offering this program? | <ul style="list-style-type: none"> • The community we are reaching through our program has a higher rate of heart disease than other communities. Our program raises awareness and teaches easy strategies to reduce risk factors. • This program builds leaders in heart health who can empower and teach others about heart disease and risk factors. |
| Funders | <ul style="list-style-type: none"> • What heart health information do you teach? • What impact does your program have on the people who attend? • Will your program keep running? • How will it be sustained? | <ul style="list-style-type: none"> • CHWs play a crucial role in connecting underserved populations to the health care system. • A network of national partners and resources support the NHLBI programs. • NHLBI’s programs are tailored to address heart disease health disparities in underserved communities. |
| Partners | <ul style="list-style-type: none"> • Who are your partners? • How long will you run this program? • What resources do you have and do you still need? • How do your goals and my goals match up? | <ul style="list-style-type: none"> • CHWs are a key part of promoting better health in underserved communities. • Visit the website to find out about the NHLBI’s programs, resources, and partner activities. • NHLBI’s programs are easy to use. They are made for communities that have many heart health risk factors. |

