

WAYS TO SHARE PROGRAM SUCCESS

Let your heart health program shine! Be sure to share your progress and success with your organization, partners, community members, leaders, and supporters. This can be one of the best ways to generate interest in and support for your program. No matter which methods you choose, share information only up to the point that it is helpful to your stakeholders. You do not want to overwhelm them with too much information.

Here are five examples of ways to share your program success:

1 In person

Setting: You are at a town hall meeting and see one of your city council members. You would like to get her support.

Way to Share Information: Approach her as soon as the meeting ends. Hand her a brief written overview of your program. Have your elevator speech ready! Share two to three [talking points](#) with her. Ask her when she would have time to meet with you.

2 Via written materials

Setting: You have to write a report on program highlights and evaluation results for your funders.

Way to Share Information: Include personal quotes from people in your program. Also include any results from data you have collected. Mix text with graphics to describe results.

3 At a meeting

Setting: There is a neighborhood meeting in the area where you offer your program.

Way to Share Information: Request to be on next month's agenda to give a short report on the results of your program. Include photos of your program.

4 Through traditional media

Setting: You know a CHW from another organization who has her own health radio show. Many neighborhood leaders and people who might join your program listen to her radio show.

Way to Share Information: Ask her if you can have radio time to share some updates on your program or set up an interview to discuss your program.

5 Through social media

Setting: Your organization is interested in exploring the use of different kinds of social media as a way to get more people aware of your programs and overall health messages.

Way to Share Information: Create a short video with the people in your program about different ways they are using what they have learned about heart health in their day-to-day lives. Post this video on social media websites, such as YouTube or Facebook.



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