



### Goal:

To reduce heart disease of West Virginia women by increasing knowledge of heart attack symptoms and risk factors and make heart-healthy habits part of their daily lives.

### Strategies:

Messages delivered by a woman to women in a variety of community settings

### Locations:

All West Virginia communities

### Audiences:

Women ages 18 and over

### Approach:

Community volunteer speakers are trained by community program organizers to understand Why heart health is important to West Virginia women and to deliver heart-health messages.

Volunteer speakers decide on the best approaches and available audiences for delivering Love Your Heart Talks in their communities, including:

- neighborhood get-togethers
- church socials, women's meetings
- civic group meetings
- workplace sessions

Volunteer Speakers conduct Love Your Heart Talks.

Programs are continuously evaluated to improve quality and effectiveness.

### Roles

#### WVU Extension Service Specialist

Responsible for overall coordination; developing methods and materials; recruiting, training, and communicating with county program organizers; evaluating and updating program; and maintaining partnerships for support and funding.

#### Community/County Program Organizer

Individual WVU Extension Service agent or other community partner responsible for the overall program implementation in the community/county. He or she recruits volunteer speakers and provides *Love Your Heart Talks* training and support to the volunteer speaker.

## Volunteer Speaker

Civic-minded women conduct a prepared, informal talk about heart health to small groups of women in their community or workplace, and/or to members of their community organizations.

## Listener

Women who attend these fun community gatherings gain valuable heart-health information to fit their lifestyle and the lifestyles of those they love.

## Responsibilities:

### Community Program Organizer

- Works with WVU Extension Service specialist to get all materials and program information.
- Gives program feedback to specialist about their community experiences and successes in training, recruitment, and supporting the volunteer speakers.
- Recruits volunteers from the community to serve as speakers. Potential speakers may be CEOs club members, American Heart Association volunteers, library staff, hospital auxiliary, “influential women” in the workplace, and group leaders and members of women’s groups – garden clubs, book clubs.
- Trains volunteer speakers. Gets and delivers speaker kits to each speaker. If needed, make copies of listener materials for volunteer speakers to use.
- Serves as resource person for each volunteer speaker. Follows up with speakers to see that they are scheduling at least two talks.
- After talks, collects information and surveys from volunteer speakers.


### Organizer’s Kit includes:

- Program overview and operations
- Letter of appreciation for volunteer speakers
- Model talk in PowerPoint
- Sample volunteer speaker materials
- Sample listener handouts
- The *Heart of the Mountains* DVD video
- CD of materials ready for duplication
- Instructions for ordering Volunteer Speaker Kits

## About Volunteer Speaker Training

Community program organizers train volunteer speakers about:

- The importance of spreading the message to women about heart health
- Ways to identify and recruit listeners to attend a *Love Your Heart Talks* (5 to 15 listeners per talk is the goal).
- Securing a meeting space to hold a talk. They can deliver the talks to groups in which they are already involved or in homes or community facilities – library, church, and school.

- Planning talks. Collecting pre- and post-surveys from the listeners and deliver to the community/county organizers.
- How to decide on and prepare listener handouts for listeners who attend a talk.
- How to decide on the best video segments to show during a talk.
- Volunteer speaker responsibilities: 
  - Attend a speaker training.
  - Review all information and materials from the training.
  - Plan at least two talks to two different groups up to as many groups and talks as they care to organize.
  - Contact the community organizer if help is needed to copy handouts or secure materials for the planned talks.
  - Deliver their planned Love Your Heart Talks and have fun!
  - Give or send the listener attendance list and pre- and post-surveys to the community organizer.

## Volunteer Speakers *Love Your Heart Talks* Kit – Materials

### *To Recruit Listeners*

- Sample Invitation
- Sample Announcement
- Training information about recruitment from speaker training outline

### *To Deliver Program and Give Listener Handouts*

- Listener attendance list
- Speaker model talk outline
- Talk planning guides
- Listener pre- and post-surveys
- Listener handouts
- Suggested refreshment ideas
- CD of all material ready for copy
- The *Heart of the Mountains* video

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