

## Tipsheet for Heart Attack Community Education Efforts

**Getting Ready:** Before your event, be sure to look over the toolkit materials carefully. They are meant to be a guide, and utilizing all of the resources as recommended will help ensure delivery of consistent information around heart attack signs and the need to call 9-1-1 immediately, which are the priority messages of this *'In a Heartbeat'* pilot for community education.

**Session Length:** Your session will take approximately 45 minutes, including the participant survey. The length may be affected by:

- Number of participants and/or amount of discussion
- Knowledge and experience of participants
- Your presentation style

Be sure to plan enough time to accommodate for these factors, which will help ensure that the session is appropriate and relevant to your audience.

### Session Planner Checklist

One to two weeks prior to your event:

- Confirm date/time/location of your event
- Confirm equipment necessary to conduct your session
- Confirm roles/tasks of staff, partners and volunteers
- Put up promotional flyers/posters if appropriate
- Put the press release in your newsletter and/or send it out to local newspapers if appropriate
- Notify other appropriate groups of the event and date
- Plan and order refreshments if appropriate
- Review PowerPoint slides and write down any necessary notes to assist you in delivering the message
- Prepare your copies of the presentation, Frequently Asked Questions, participant surveys, handouts and magnets (these are all provided for you as a pilot site)

Day/evening of your event:

- Set up program materials, pens/pencils
- Check equipment, chairs, etc.
- Put out refreshments if applicable

After your event:

- Send completed participant surveys and follow-up survey labels in envelopes provided

### Tips to engage your audience:

- Have participants introduce themselves and share what brings them to the session
- Share your own experiences around heart disease/heart attack to break the ice for discussion
- Make an effort to include everyone in the conversation, while avoiding letting one person dominate, and respecting some participants' wish to be silent.
- Thank participants for their contributions to discussions, surveys, and raising heart attack awareness
- Don't feel like you have to know all the answers. If you are uncertain, say so and attempt to find the answer, which may sometimes require checking in with a healthcare professional and then following up with a participant. Use the "Frequently Asked Questions" page as a resource where appropriate.
- Have fun and be yourself. If you are passionate about your topic, your audience will be too!

