

## Planning 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'* community education initiative.

**Session Length:** Your session lengths will vary, depending on your audience, and type of event. The great news is, the toolkit includes educational tools that are appropriate for 5-minute, 15-minute and 30-minute presentation sessions in order to accommodate you and your audience. It also includes all of the resources that you need to train others to deliver heart attack messages – a train-the-trainer session typically takes 2 hours. The length of your session may be affected by:

- The type of event or training opportunity (ex. community presentation vs. train-the-trainer)
- 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 audio/visual 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, handouts and order magnets if necessary (we suggest ordering magnets at least two weeks prior to your event)

Day/evening of your event:

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

After your event:

- Feel free to share any successes, barriers, feedback, etc. with 'In a Heartbeat' so that we can continue to make improvements to the program!

### Tips to engage your audience:

- Have participants briefly 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, and helping to raise 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!

