



AstraZeneca Healthcare Foundation

Connections for Cardiovascular HealthSM

Effective Program Practices Guide

To address the nation's leading cause of death, the AstraZeneca HealthCare Foundation (AZHCF) has provided grants since 2010 through its *Connections for Cardiovascular HealthSM* (CCH) program to U.S.-based nonprofit organizations with innovative programs that are working to help improve cardiovascular health at the community level.

Based on nearly a decade of cumulative learning from CCH Grant Awardee programs, the AZHCF, working with its university evaluation partners from the Center for Social and Economic Policy Research at West Chester University of Pennsylvania, developed the **Effective Program Practices Guide** as an educational resource for other organizations to build their own community health programs.

PURPOSE

Realizing that community health programs often face challenges, the AZHCF and its university evaluation partners developed the *Effective Program Practices Guide* to help organizations overcome common hurdles and launch sustainable programs in their communities.

AUDIENCE

The *Effective Program Practices Guide* is intended for organizations that are working in diverse communities in various geographic locations and settings to improve health and its learnings can be adopted or modified to meet the needs of unique communities.

BENEFITS

The *Effective Program Practices Guide* is designed to help organizations:

- Save time in developing a community-based health program
- Identify potential challenges
- Plan for program sustainability

USE

Refer to the general overview found in section one, “**Designing and Implementing Innovative, Community-Based Cardiovascular Health Interventions,**” for guidelines to build an effective community health program.

The *Effective Program Practices Guide* also includes corresponding sections based on six innovative program approaches commonly used by CCH Grant Awardees.

Six Innovative Approaches



Leveraging Access for Uninsured/Underserved Participants to Improve Cardiovascular Knowledge and Health



Bringing Programs to Participants



Educating Children to Serve as Heart Health Ambassadors



Improving Cardiovascular Health through Food-Based Programs



Using Health Coaches/Promoters to Improve Cardiovascular Health

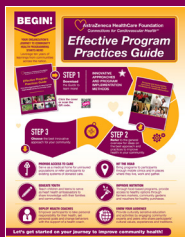


Providing Culturally Sensitive Program Interventions to Maximize Participant Outcomes

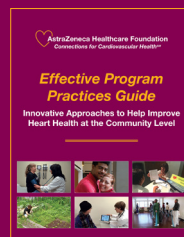
Each section contains information to help organizations design and implement the most impactful program possible for their communities. Within each section find:

- Lessons learned
- Effective program practices
- Common challenges and ways to address them
- Program sustainability practices
- Links to additional resources

ACCESS



To get started on a journey to building a community health program, check out the infographic.



Click the cover or scan the QR code to access the complete *Effective Program Practices Guide*.

For more information, please email us at ConnectionsforCardiovascularHealth@astrazeneca.com

