



## **HEART 2 HEART PROGRAM – LESSONS LEARNED**

A COLLABORATION BETWEEN CITY OF BERKELEY PUBLIC HEALTH, LIFELONG MEDICAL CARE,  
AND THE COMMUNITY

- Listen to the needs of the community and incorporate them in program efforts. Their input and buy in on initiatives and actions are key elements to sustaining the program;
- Involve individuals that have a true and authentic commitment to the community and the program’s vision;
- Clearly define roles for program members – i.e. project leads, volunteer coordinator, event coordinator, etc.;
- Develop a branding and marketing strategy for the collaboration. Such a structure will be helpful in the program having its own identity;
- Develop a logic model to describe program and its theory of change;
- Create a long-term evaluation plan to facilitate ongoing evaluation;
- Recognize the diversity within the community you are serving and tailor the resources and programs to their needs.

