

### **Communication Strategy:**

To reach my target population, I will utilize the cardiac rehabilitation participants in one of the ten cardiac rehabilitation clinics at University Hospitals of Cleveland located in Ashland, Ohio. I will use cultural-based communication appropriate to that community hospital to create flyers and other advertisements for hospital's social media, websites, and other publications to distribute around the Ashland hospital system. I will present to hospital leadership, cardiologists, cardiac rehab specialists, and local CAM service providers to promote an understanding and need for the program.

During the needs assessment, I will be using focus groups of past rehab participants with the opportunity to gain rapport and trust by involving them in the process and creation of program content. As the rehab program has ongoing new participants, past participants might also be ideal candidates to assist in the program implementation in the future. I will interview or survey key informants from the hospital including the hospital's president, cardiopulmonary managers, rehab managers, psychiatrists, social workers, and philanthropists of hospital programming to create a diverse assessment of need. I will research and participate in the Ashland community to learn the socioeconomic status, cultural representation and traditions, unique stressors, health literacy, and other local common health issues. I will be sure to promote the program at all local University Hospitals Ashland facilities and in that community to include those who meet criteria but may not have access to rehab opportunities because of lack of insurance or other financial challenges. Some of those areas might be local council on aging and senior centers as well as veteran services and community centers. Although this program is focused on access to CAM approaches, there will be an alternative stress management program

available for those who chose not to participate in the program. This will allow participants to choose without missing out on the benefits of stress management for this population.

Within the hospital system, I plan to use social media platforms, websites, and flyers. I also will use the developing of relationships and promotions with key informants and community members. I will utilize emails of past and current rehab participants and group presentations about the program and expectations. I will place pamphlets and cards at Ashland UH facilities for patients as well as in community centers and other locations.