

FOR IMMEDIATE RELEASE
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Sound Community Services Partners with Ledge Light Health District to Launch Heart Attack and Stroke Prevention Campaign

Sound Community Services Inc. (SCSI) has received funding from the Substance Abuse and Mental Health Services Administration (SAMHSA)/Abt Associates to promote the Million Hearts™ initiative at their peer-run social rehabilitation clubhouse, the Oasis Center.

SCSI will partner with Ledge Light Health District to launch *Sound Hearts, Sound Minds*, a hybrid social marketing and health education project to prevent heart attack and stroke in the behavioral health and recovery community of Greater New London.

Our goal is to empower clients to take charge of their health by making healthy lifestyle changes and by seeking or maintaining a good relationship with a primary care provider to prevent heart attacks and stroke.

The project will reach out to patients who receive services from SCSI and to primary care providers who treat behavioral health clients. The social marketing campaign (created largely in part by members of the Oasis Center) will aim to increase awareness of the cardiovascular and cerebrovascular health disparities facing the behavioral health and recovery community and will be delivered to the community using printed posters and brochures in addition to social media.

Health Education programming will be offered to members of the Oasis Center on Bank Street in New London.

To learn more about Sound Community Services please visit www.soundcommunityservices.org. To learn more about Ledge Light Health District, please visit www.ledgelighthd.org. To learn more about the Oasis Center, contact the Oasis Center Coordinator, Claudia Olson at 860-439-6490.

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