Hearts Beat Back: The Heart of New Ulm Project

Working Together in the New Ulm Community to Increase Consumption of Whole Grain Foods

Rebecca Lindberg, MPH, RD
Vision
Social Determinants of Health

Population Health

Physical Environment
- Environmental quality
- Built environment

Socio-Economic Factors
- Education
- Employment
- Income
- Family/social support
- Community safety

Health Behaviors
- Tobacco use
- Diet & exercise
- Alcohol use
- Unsafe sex

Health Care
- Access to care
- Quality of care

Source: Authors’ analysis and adaption from the University of Wisconsin Population Health Institute’s County Health Rankings model ©2010,
http://www.countyhealthrankings.org/about-project/background
HONU is a 10-year demonstration project designed to apply and widely disseminate established, evidence-informed health improvement practices, based on the community’s own level of risk and customized to their preferences.
Oktoberfest

DRINK LIKE A BAVARIAN
Project Goal

Reduce the number of heart attacks over 10 years among 56073 zip code residents age 40-79 years.
Primary Objectives

**Moderate-term:** Improve the proportion of 56073 zip code residents (age 40-79 years; active Allina health record) with controlled modifiable heart disease risk factors over 5 years. *

1. Elevated blood lipids (i.e., total/LDL/HDL cholesterol, triglycerides)
2. High blood pressure
3. Uncontrolled glucose (i.e., type 2 diabetes, pre-diabetes)
4. Obesity
5. Tobacco use
6. Physical inactivity
7. Low fruit/vegetable consumption
8. Uncontrolled stress
9. Medication (i.e., antithrombotics, antidyslipidemia, antihypertension) underutilization/non-adherence
2009 Community Diagnosis

- 41% obese
- 35% overweight
- 38% metabolic syndrome
- 17% consumed 5 fruits and vegetables a day
Project Approach

Includes community education, medical interventions and environmental and systems changes, concurrent in the following spheres of influence:

- Healthcare
- Community
- Worksite
HONU Interventions in context of the social ecological model

Public Policy national, state, local laws and regulations

Community relationships between organizations

Organizational organizations, social institutions

Interpersonal families, friends, social networks

Individual knowledge, attitudes, skills

Smoking policies, complete streets

Increased availability and promotion of exercise programs, increased farmer’s markets/CSAs, community-wide health challenges, social marketing

NUMC initiatives, 100 largest employers, worksite wellness programs, smoke free workplaces, wellness policies, restaurants, grocery store, convenience stores interventions

Worksite, school, and community interventions offer group support

Phone coaching, provider initiatives, consumer communications
Food Environment
Nutrition Environment Measures Survey (NEMS-S)

• 100% grocery stores had whole grain bread choices available

• Only 1 in 5 convenience stores had whole grain bread choices available
## Nutrition Environment Measures Survey (NEMS-R) 2011-2014

<table>
<thead>
<tr>
<th>Item</th>
<th>2011</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-fried vegetables</td>
<td>58%</td>
<td>84%</td>
</tr>
<tr>
<td>Fruit</td>
<td>41%</td>
<td>53%</td>
</tr>
<tr>
<td>Smaller portions</td>
<td>28%</td>
<td>72%</td>
</tr>
<tr>
<td>Whole grain bread</td>
<td>23%</td>
<td>38%</td>
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</tbody>
</table>
Challenges
Restaurant Challenges

• “Consumers are interested, but not enough to sacrifice flavor. To order them, it needs to taste good.”

• “They’re not ordering whole grains.”
Consumer Challenges

• 90% agree that it’s important to have whole grains on the menu

• Only 30% agreed that it’s easy to find whole grains on menus
Consumer Confusion

SWAP FOR

Save 100 calories a day, drop 10 pounds a year.

heartsbeatback.org

SWAP IT to DROP IT™
Funding Challenges

- Allina Health
- Federal Grants
- Foundation Grants
- Corporate and Industry Grants
- In-kind investments
2-year changes in behavioral risks in screening cohort age 40-79 (n = 1,455)

* p < .01

Heart of New Ulm screening data
Truly Making a Difference in New Ulm’s Health

### Management of Risk Factors for Heart Attack, 2008-2013
Combined data for men and women in New Ulm ages 40-79

<table>
<thead>
<tr>
<th>Desirable risk factor measurement</th>
<th>2008-09 n = 7,222</th>
<th>2010-11 n = 7,432</th>
<th>2012-13 n = 7,584</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood pressure level within recommended range (&lt;140/90 mm/Hg)</td>
<td>79%</td>
<td>81%</td>
<td>84%</td>
</tr>
<tr>
<td>LDL cholesterol level within recommended range (&lt;130 mg/dL)</td>
<td>68%</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>Total cholesterol level within recommended range (&lt;200 mg/dL)</td>
<td>58%</td>
<td>64%</td>
<td>65%</td>
</tr>
<tr>
<td>Body weight within recommended range (not obese; body mass index &lt;30)</td>
<td>56%</td>
<td>56%</td>
<td>55%</td>
</tr>
<tr>
<td>Blood glucose level within recommended range (&lt;100 mg/dL)</td>
<td>54%</td>
<td>55%</td>
<td>48%</td>
</tr>
<tr>
<td>Does not smoke or use tobacco</td>
<td>86%</td>
<td>86%</td>
<td>86%</td>
</tr>
</tbody>
</table>

Source: Electronic health record data
Opportunities = Partnerships

• Leverage diverse expertise
• Maximize resources
• Align common goals and metrics
• Enhance problem solving and creative solutions
• Leverage collective impact
Opportunities

- Provide consistent messaging to consumers
- Improve systems, environment and policies for sustainability
- Engage community in the process
“We tell people they have to be more active and eat healthier. But, we have to also make it easier for them. This is a great start and the idea is to keep it growing. The Heart of New Ulm Project is going to prevent heart attacks and keep people healthy. In the long run, it will save lives.”

Former U.S. Surgeon General Dr. Regina Benjamin
“Over the several past years, The Heart of New Ulm Project has become sort of a fabric of our community, with its impact being seen everywhere you go and with most people you talk to in New Ulm.”

Toby Freier, President, New Ulm Medical Center, part of Allina Health
Contact Information

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