



## Hearts Beat Back: The Heart of New Ulm Project

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

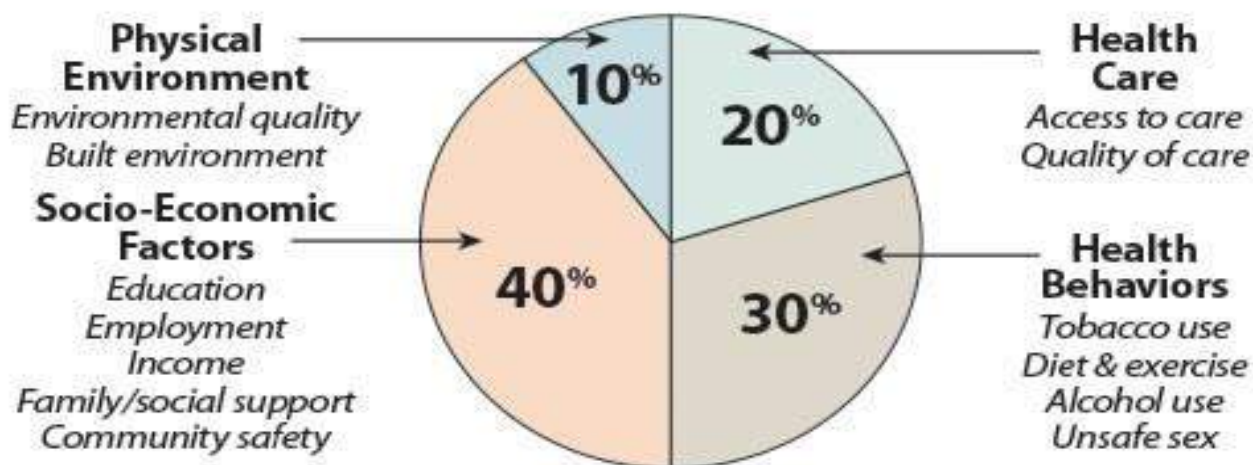
Rebecca Lindberg, MPH, RD

# Vision

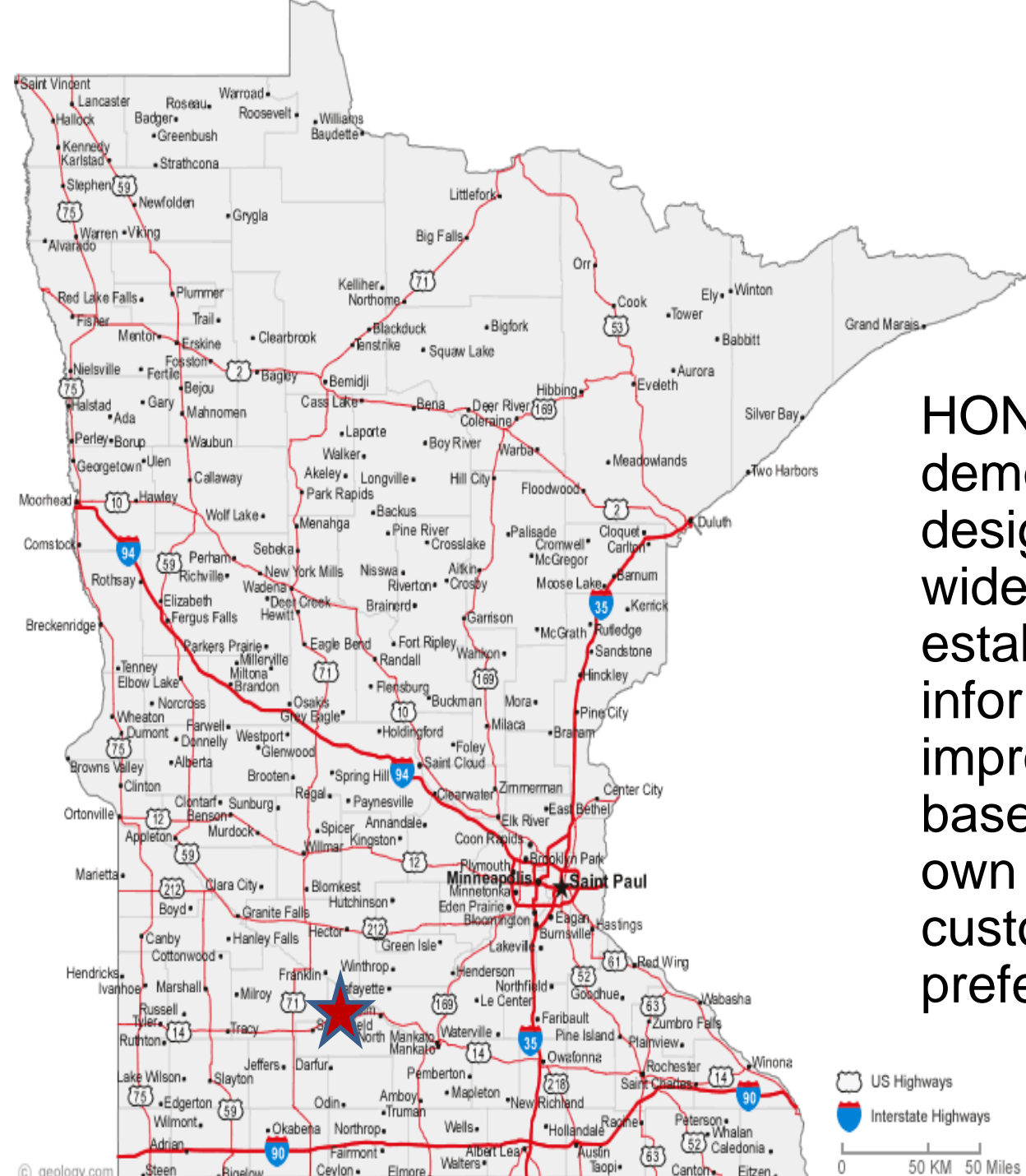


# Social Determinants of Health

## Population Health



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.



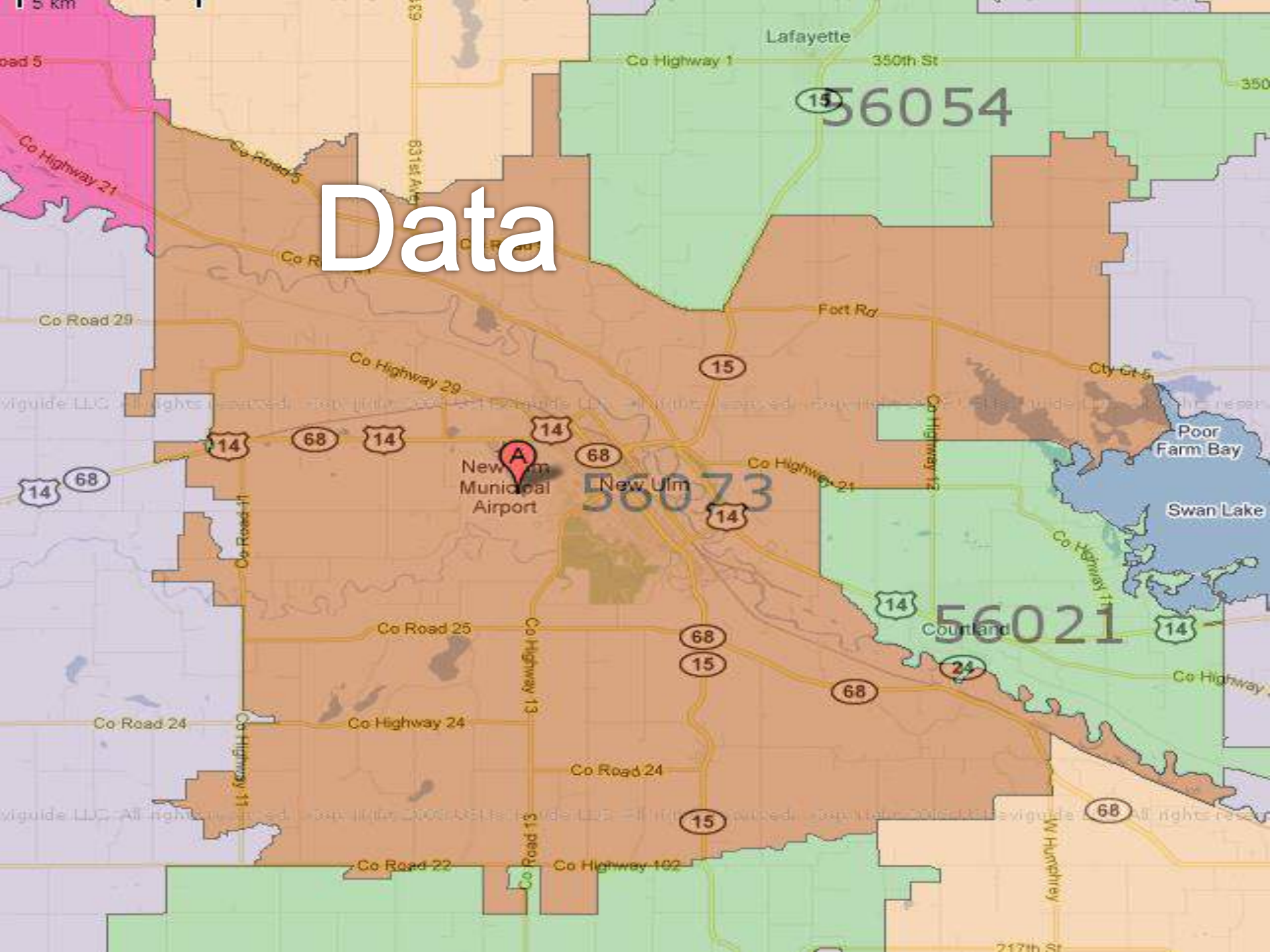
# Primary Objectives

**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, antidiyslipidemia, antihypertension) underutilization/non-adherence



Data





# 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

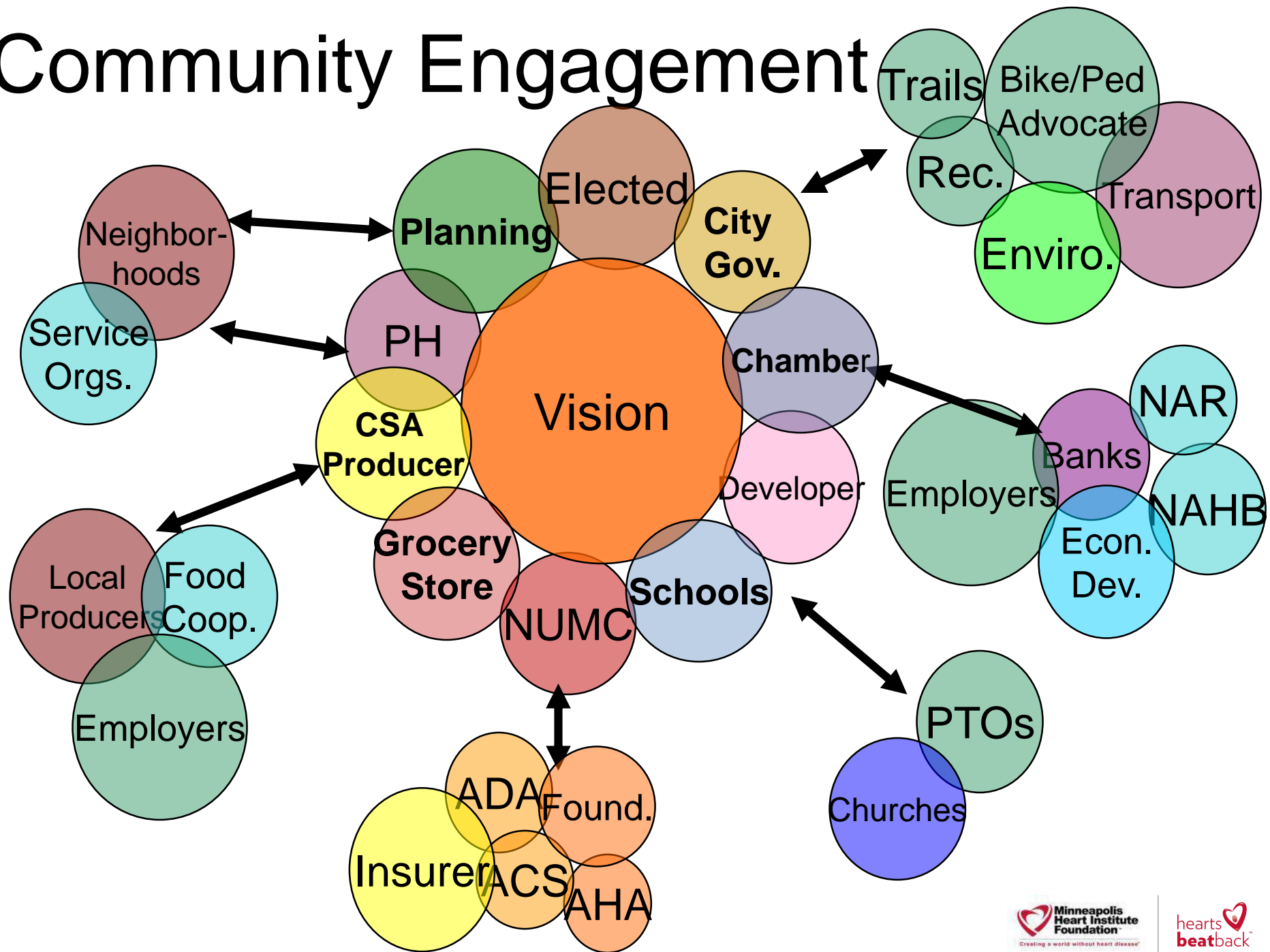
Worksite

# HONU Interventions in context of the social ecological model





# Community Engagement



# 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
Non-fried vegetables	58%	84%
Fruit	41%	53%
Smaller portions	28%	72%
<b>Whole grain bread</b>	<b>23%</b>	<b>38%</b>

# 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



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

[heartsbeatback.org](http://heartsbeatback.org)

**SWAP IT** to **DROP IT**™ 

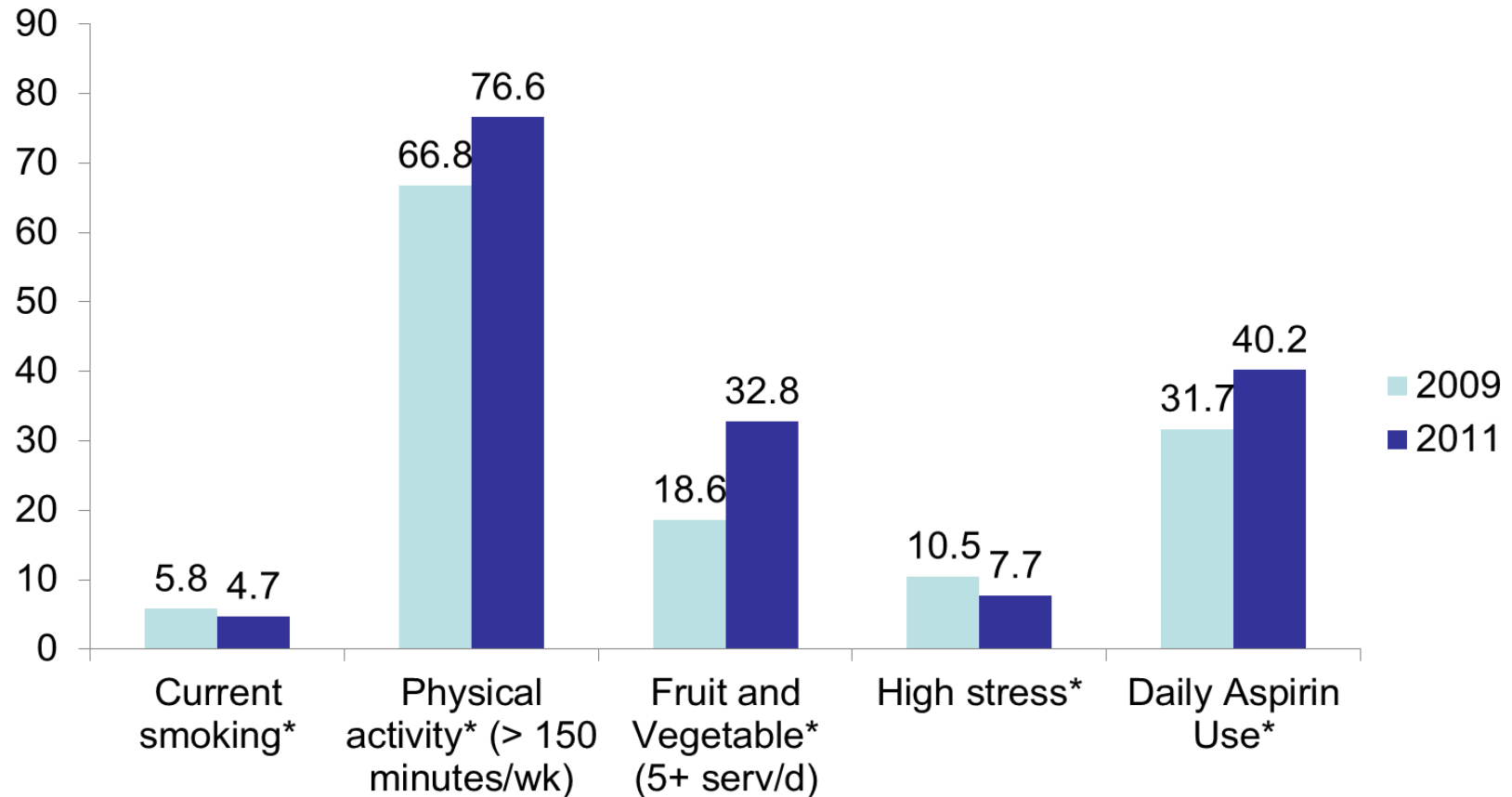
# Funding Challenges

- 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)



\*  $p < .01$

# 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

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

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

Rebecca Lindberg, MPH, RD

Director, Population Health

Minneapolis Heart Institute Foundation

P: 612-863-4087

[rlindberg@mhif.org](mailto:rlindberg@mhif.org)

[heartsbeatback.org](http://heartsbeatback.org)