



Year Two Report to the Community




heartsbeatback

THE HEART OF NEW ULM PROJECT

Hearts Beat Back: The Heart of New Ulm

Project is a 10-year initiative designed to reduce — and eventually eliminate — heart attacks in New Ulm. This means helping residents improve their health risks in areas such as physical activity, nutrition, obesity or tobacco use, among others. The project involves community education, medical interventions and environmental changes.

Read on to check out our progress!

Cover photos:

Top: Community Health Challenge kickoff event, June 2010

Bottom left: Frandsen Bank & Trust employees at the Bavarian Blast run/walk event, July 2010

Bottom right: A team competing in the Grand Slam Culinary event, June 2010

Keep Our Momentum Going Strong!

The second year of Hearts Beat Back: The Heart of New Ulm Project (HONU) was another fast-paced, inventive year. It is amazing to see that in a relatively short time, we've indeed made progress on our goal to reduce – and eventually eliminate – heart attacks in New Ulm. The early results appear to show a reduction in heart attacks and this is great news that the hard work from everyone in our community is paying off. Our momentum is just building, so we can't stop now!



Charles Stephens, MD

This Report to the Community shares the flurry of project activities conducted last year, some of the successes we've achieved, and a broad overview of the project's initiatives for 2011.

As we move forward, there are several project leaders to acknowledge for their hard work and enthusiasm that continue to make this project a success:

Dr. Kevin Graham, a cardiologist and past-president of the Minneapolis Heart Institute who has been going to New Ulm for 20 years: Without his foresight and inspiration, the project would have never been established. Dr. Graham is currently on a leave of absence from his role as the project's medical director.

Jeff VanWormer, former director for the project: We were sad to see Jeff leave the project, but wish him and his family the best in their new life and pursuits in Wisconsin.

Jackie Boucher, vice president of education for the Minneapolis Heart Institute Foundation: As the person responsible for overall project management, Jackie's endless energy and supply of ideas keep the project going.

Dr. Marcus Thygeson, president of the Center for Healthcare Innovation at Allina Hospitals & Clinics: Dr. Thygeson's support and promotion of the project is helping to establish it as a nationwide leader.

Dr. Thomas Knickelbine, a cardiologist from the Minneapolis Heart Institute: We are pleased to welcome Dr. Knickelbine as the project's new medical director.

We have much to look forward to in the coming year, including more community-wide heart health screenings, a new restaurant and grocery store campaign promoting healthy foods, and the continued expansion of the HeartBeat Connections telephone-based coaching program. If you haven't already participated in our many HONU programs, there's much more in store, so stay tuned. Our third year promises to be one of continued progress and better health.

Thank you to **everyone** for your commitment to keeping New Ulm's momentum going strong!

A handwritten signature in black ink, appearing to read 'C Stephens'.

Charles Stephens, MD
Family medicine, New Ulm Medical Center
Heart of New Ulm local medical director

Reflections on 2010:

A Project in Action

The objective of Hearts Beat Back: The Heart of New Ulm Project in its first year (2009) was to “take stock.” We established relationships with community leaders and launched a major screening program to determine the heart health of New Ulm’s citizens. More than 5,000 residents participated in one of the community heart health screenings and started on their personal journey to better heart health. These efforts successfully established a collaborative dialogue between the project planners and area leaders, which is still going strong today.

In 2010, the project’s second year, the real work began as we leveraged our capacities and started to turn what was once a vision into reality. In short, it was about the community taking action ... and they did.

In close coordination with its partners and volunteers, the Heart of New Ulm Project helped bring a myriad of programs, activities and events to the community in 2010.

Selected 2010 activities at a glance:

- February 2010: “What’s Cooking New Ulm?” television show debuted
- June 2010: Community Health Challenge kickoff event
- July 2010: Bavarian Blast Hearts Beat Back 5K walk/run and 10K run
- August 2010: Quarterly Community Health Challenge launched; Get Active theme
- August 2010: HeartBeat Connections program launched to provide telephone coaching to people at high risk for a heart attack
- September 2010: 23 neighborhood districts established, volunteer leaders trained and activities set in motion
- September 2010: Riverblast 5K walk/run
- October 2010: Third Annual Community Summit held with a presentation by Danny Cahill, winner from season eight of “The Biggest Loser” TV show
- October 2010: Quarterly Community Health Challenge launched; Color Your Plate theme
- October 2010: Casting call held for new stories, new faces for Heart of New Ulm
- November 2010: Fall FoodWorks Event and CompEAT Culinary Contest
- November 2010: Several local worksites reviewed and revised their vending machine offerings to include healthier options
- December 2010: Snack SWAP program launched at local convenience stores
- December 2010: Cooking demonstration by Chef Charlie Torgerson from Famous Dave’s Restaurants
- Continuous: Cooking classes, tobacco cessation courses, dancing events, neighborhood walking clubs, running/walking family events, kickball tournaments, group fitness classes (everything from belly-dancing to yoga to Qigong and Zumba), educational seminars, grocery store tours, heart-healthy potlucks and many more

The Bavarian Blast 5K and 10K run/walk was one of several successful community walk/run events sponsored by the project in 2010. Minnesota First District Congressman Tim Walz participated in the Bavarian Blast parade and paid great tribute to the Heart of New Ulm Project, explaining how he's made his own health a priority, losing weight and maintaining it despite his busy schedule. "Kraut is a vegetable" t-shirts showed support of the campaign to eat more heart-healthy fruits and vegetables.



After an inspiring presentation about his personal weight loss struggles and successes, season eight winner Danny Cahill of "The Biggest Loser" TV show signed autographs on giveaway re-usable grocery bags at the third annual Community Summit.



Numerous cooking classes and several community-wide culinary competitions in 2010 encouraged New Ulm residents to explore using heart-healthy ingredients in recipes.



Steps in the Right Direction: Interim Outcomes

Widespread participation in health improvement activities is one of the keys to the project's success. People have to get involved — whether it's at an event, work, school, with friends or around the dinner table at home.

There were many options for people to get involved with the Heart of New Ulm Project in 2010. But just because you build something or offer a new service doesn't necessarily mean people will use it. So how much "action" did people in New Ulm take in 2010?



Dance Your Heart Out district event

Take a look at some of the most notable milestones:

90% of all area doctors attended at least one of the advanced medical education seminars offered. The seminars provide an opportunity for clinicians to learn more about state-of-the-art therapies that can help them better identify risks and prevent heart attacks among their patients.

40% of people at high risk for heart attacks who were invited to the HeartBeat Connections program signed up to receive ongoing telephone coaching from a team of clinicians at New Ulm Medical Center, part of Allina Hospitals & Clinics.

52% of New Ulm's 100 largest companies worked directly with Heart of New Ulm Project staff to develop and implement worksite wellness initiatives with their employees. These activities ranged from assessments of the work environment to formal lifestyle challenge programs and the design of new health improvement policies. Three employers also implemented tobacco-free policies at their worksites in the fall of 2010.

22% of New Ulm residents ate the recommended five or more servings of fruits and vegetables a day in 2010 — an increase from just 17 percent of residents in 2009.

94% of community adults are aware of the Heart of New Ulm Project. Survey results showed that:

- 62 percent have read the project e-newsletter (online or in the *New Ulm Journal*)
- 30 percent have surfed the project website (www.heartsbeatback.org)
- 24 percent have watched the television show, "What's Cooking New Ulm?" on the local cable access channel or the project website

77% of community adults participated in one of the many community health programs, activities or events offered in partnership with the Heart of New Ulm Project in 2010. These included neighborhood walking clubs, running/walking family events, kickball tournaments, educational seminars, the Community Health Challenge, healthy menu options at area restaurants, cooking classes, culinary competitions, tobacco cessation classes, "Dance Your Heart Out" events, Nintendo Wii tournaments and many more.

24% is the decrease in New Ulm heart attacks we are seeing after just two years

Surveys show that 94 percent of community adults say they believe that the Heart of New Ulm Project will be successful in its mission to reduce heart attacks. That's a ringing endorsement of the community's confidence to take care of its health! But does confidence matter and ultimately affect outcomes? We think yes!

Heart disease is the leading killer in the United States and number two in Minnesota (a very close second only to cancer). **A recent analysis of heart attacks that occurred from January 2008 through June 2010 among residents of the New Ulm area shows promising results:**

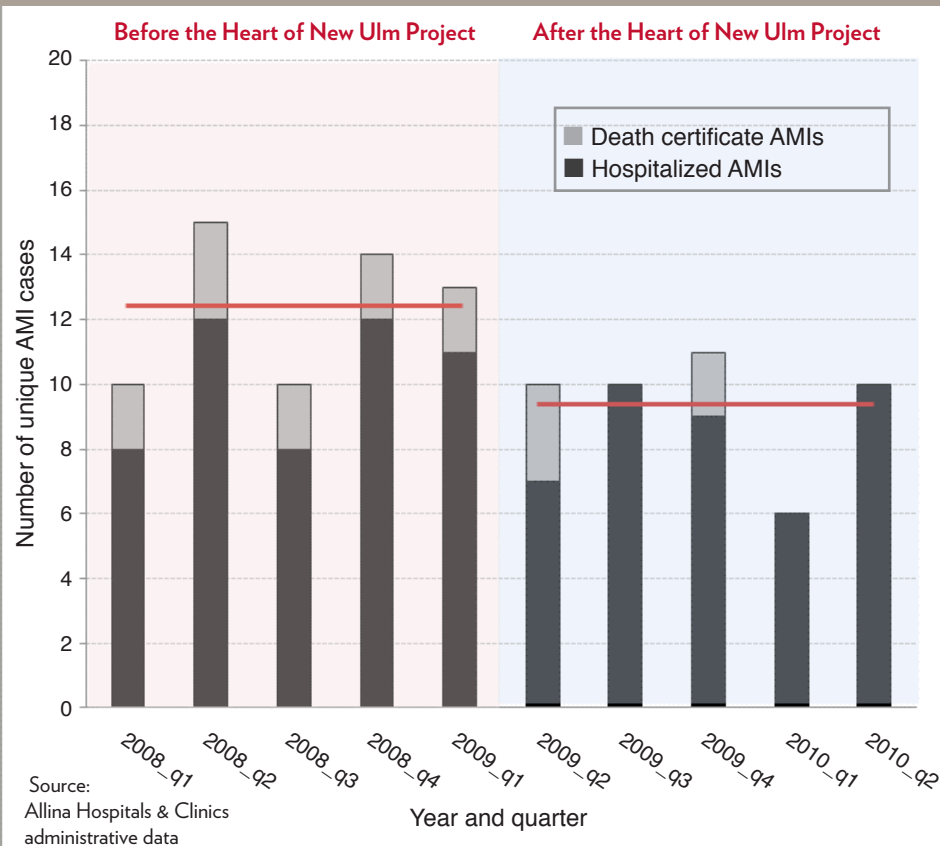
- When comparing the 15 months since the Heart of New Ulm Project started to the prior

15 months (before the project began), the average number of heart attacks dropped by 24 percent.

That's about one less heart attack each month since the project began. In addition, there were no fatal heart attacks recorded in nine of the last 15 months in the reporting period. This is encouraging news when you consider that most areas around the country are seeing an average reduction in heart attacks of about 3 percent a year.

In April 2011, we had the opportunity to present these early results from the project at the American College of Cardiology's 60th Annual Scientific Session and Expo in New Orleans.

Fatal and non-fatal heart attacks (acute myocardial infarctions or AMIs) among 56073 residents by quarter, January 2008 – June 2010



Spreading the Wellness Message: Martin Luther College

At Martin Luther College (MLC) in New Ulm, it's clear that faculty, staff and students all share the Heart of New Ulm Project's passion for a healthy community. There's a focus on the future and on helping to spread the principles of wellness not only to just the campus and community, but beyond those borders as well.

Professor John Gronholz, chairman of MLC's physical education division and also chairman of its wellness committee, explained, "The U.S. government has mandated that all public schools have wellness policies. We feel strongly that when our students graduate from MLC, we want them to be able to go out into our Wisconsin Evangelical Lutheran Synod (WELS) schools and be champions of wellness programs as well. This is especially important for our students majoring in physical education, since it's very likely they will be the leaders in establishing a wellness program at their school. We feel very strongly about trying to model a climate and culture of wellness that our students can take out to the people they serve."

As the ministerial education school for WELS, all of MLC's 700 students are headed toward service in the ministry, including careers as early childhood educators, staff ministers or licensed educators. Across the country, the Synod operates 337 elementary schools, approximately 400 early childhood centers, 23 high schools and two prep schools.

To begin its wellness journey, the MLC administration approved the development of a wellness committee in the spring of 2009, about the same time that the Heart of New Ulm Project was starting up. After developing a mission statement and goals, MLC successfully secured two years of grant funding for their wellness



At MLC's fitness center, a student puts her tracking watch on a computer docking station, which downloads information on her physical activity for each week or month. The frequency of a student's physical activity determines their grade for this particular class, which every MLC student is required to take.

initiatives through their insurance carrier. Their mission is "to support existing campus wellness efforts and to promote initiatives that educate and encourage individuals and groups to adopt and implement principles and practice of a healthy lifestyle."

Maximizing resources

From the beginning, Gronholz and the committee found HONU to be an excellent partner in providing resources and support. After a wellness kickoff event, MLC served as the pilot site for HONU's community screenings in 2009. They screened more than 200 staff and faculty and followed up several months later with a screening for students that attracted approximately 120 participants.

Following the screenings, MLC offered a "Know Your Numbers" presentation by HONU staff that explained what their various screening results meant. They now regularly host lunch-and-learns

on a variety of health topics presented by staff from HONU, New Ulm Medical Center, and MLC's faculty and food service staff.

The college's wide variety of activities have also included a walking seminar, a 21-day challenge titled *Stay Fit and Eat Right While Traveling*, sponsorship of the Herman Victory Run in both 2009 and 2010, yoga classes for faculty and staff, and participating in several HONU Community Summits. They've also developed their own monthly challenge program, which has included a team walk/run, as well as challenges to add extra exercise each day and achieve seven hours of sleep each night.

Gronholz said, "The Heart of New Ulm has given us information that helps people make good choices; they're a ready source of resources, programs and people with expertise. This allows us to maximize our grant money and supplement our learning opportunities and activities with things they are already doing in the community. We work together very closely, but also try to work somewhat independently. We get the monthly fliers from the Heart of New Ulm announcing all of the events going on and we share those with our faculty, staff and students."

Creating a climate and culture of wellness

In partnership with HONU and the Chamber of Commerce, the MLC wellness committee examined *Zero Trends: Health as a Serious Economic Strategy*. The book by researcher Dee Edington shows how organizations can manage escalating health care costs while keeping their workforces healthy and productive. MLC is working toward achieving the key principles the book promotes, one of which is to create a climate and culture of wellness in the worksite. The hope is that by establishing a strong climate for wellness, the culture will follow.

One area where they've already made notable climate change is in the campus cafeteria. In working with HONU staff, they evaluated their food offerings and opened a heart-healthy line for lunch, which Gronholz said has received a very good response. In addition, every Monday they

feature a healthy snack of the week. The cafeteria also prominently features a large poster that educates diners on what a plate should look like for a healthy meal, showing proper portion size and a variety of colorful foods.

Before the December 2010 holiday break, MLC worked with Kwik Trip to reinforce the healthy snacking message by handing out free travel snack bags to students filled with granola bars, water, trail mix, apples and coupons.

In addition to the cafeteria changes, MLC is now looking at climate changes around tobacco. While all of the campus buildings are already tobacco-free, Gronholz said they have directed a lot of energy during the 2010-11 school year toward trying to establish a tobacco-free campus. With the help of the American Lung Association and the Minnesota Statewide Health Improvement Program, they've drafted a tobacco-free policy and are taking steps toward implementation.

To assess how well the college is doing overall in creating a healthy climate, MLC worked with HONU worksite lead Holly Glaubitz to participate in a Wellness Council of America audit in early 2011. Their next step will be to examine the audit results and determine areas for improvement and action.

Looking to the future

As they look forward to hosting their next round of heart health screenings in September 2011, Gronholz summed up, "The Heart of New Ulm Project is simply the right thing to do. It's coming from the right people — the health providers. We realize wellness is our campus responsibility first, but frankly, I don't know that we would be as far along as we are if we didn't have the overarching influence of the Heart of New Ulm."

From the Heart of New Ulm Project's perspective, we're equally thankful to have MLC as a strong role model. As future MLC graduates head out to lead the next generation, we know they'll be encouraging our youth to adopt lifelong healthy behaviors early and help reduce the prevalence of heart disease nationwide.

Solutions for a Healthier New Ulm: Our 2011 Initiatives

In the community:

■ **FoodWorks:** In 2011, we're continuing this innovative program to improve access to low-cost, low-calorie, nutrient-dense foods (such as lean protein, fruits and vegetables). We're on a mission to make healthy eating easy through three programs:

Convenience store program: We've partnered with Kwik Trip and Holiday to make choosing a healthier snack on the go a little easier. Snack SWAP campaign posters and brochures promote swapping a healthier snack on the list for a usual snack to save calories and improve heart health.

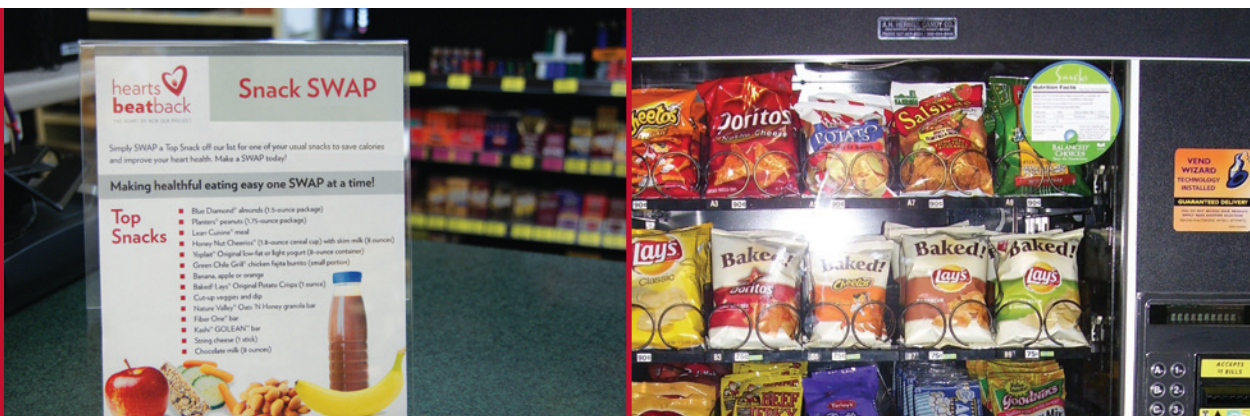
Restaurant program: Launched in March 2011, we've invited restaurants to participate in a program designed to bring more heart-healthy items to restaurant menus to give residents more choices. The focus is on helping people eat more fruits, vegetables, whole grains, healthier fats and smaller portions.

Grocery store program: Grocery shopping is not only time-consuming, but the number of products available can make the experience overwhelming for people. In 2011, we're working to bring simple shopping solutions to local grocery stores to make choosing healthy foods easier.

■ **Events, programs and activities:** We're continuing to offer a multitude of community health programs, including cooking classes, culinary competitions, a local cooking television show, tobacco cessation courses, dancing events, neighborhood walking clubs, running/walking family events, group fitness classes and a wide variety of educational seminars, among others.

■ **The Community Health Challenge and District Program:** The Take Five Community Health Challenge launched in January 2011 with a focus on helping people lose weight or maintain it. Throughout the year, we promote a different challenge to help people adopt a specific heart-healthy behavior and offer an educational booklet and logbook, special events and helpful resources. Throughout the program's 23 "districts," volunteer leaders continue to organize fun neighborhood activities at schools, churches, parks or in neighborhoods. These give community members a chance to motivate and support one another. Planning is underway to offer a peer mentoring program.

Left: Snack SWAP poster at convenience store; right: a worksite vending machine offering healthier snacks



In health care:

- Through our HeartBeat Connections program, we're continuing to offer telephone coaching to people who have been identified as being at highest risk for a heart attack.
- Ongoing Grand Rounds events provide opportunities for clinicians to learn more about heart disease prevention strategies, diagnostic tools, treatments and best practices. Topics that were covered in 2010 include *Reducing Myocardial Infarctions in Your Patient Panel*, *Metabolic Syndrome* and *Contemporary Treatment of Cholesterol Disorders*.
- Heart Health Stations installed in March 2011 throughout New Ulm allow residents free access to regularly measure their blood pressure, weight and body mass index. They can then store, track and manage their readings online.
- Our second round of heart health screenings starting in Spring 2011 allows residents to see if their Heart of New Ulm Lifestyle Score has improved since their screening in 2009. The screenings also allow an opportunity for community members who were not screened previously to get their baseline screening.

A few fast health facts about New Ulm:

- About one-third of New Ulm adults who do **not** have diabetes or heart disease are actually at **high risk** for developing these conditions.
- 82 percent of New Ulm adults see a doctor at least once a year and more than 90 percent look to their doctor or nurse for information on heart disease prevention.
- The average total cholesterol level among New Ulm adults is 200 (mg/dL).

In worksites:

- We continue to build on our success in empowering New Ulm area employers to develop customized wellness programs. This involves specialized assessments of the working environment/culture; consulting on benefits design, worksite food offerings and health improvement policies; quarterly training seminars on how worksites in New Ulm are improving their health; and quarterly worksite health challenge programs.



"We make sure that we offer a fruit and vegetable with every meal. I swear we keep the grocery stores in the black because we buy produce every third day. But the kids like it and we know it's good for them."

— New Ulm natives Shannon and Ben Frauenholtz; daughters Kate and Abby

- An estimated 42 percent of New Ulm-area companies have some form of worksite wellness program, including 10 that completely ban tobacco on their property.
- The number one reported reason why residents don't eat enough fruits and vegetables is, "I don't have time to prepare them."

“Going for the Gold” in Quality and Wellness: Minnesota Valley Testing Laboratories

Founded in 1951, Minnesota Valley Testing Laboratories, Inc. (MVTL) is a diverse group of analytical laboratories offering environmental, agricultural, food science and energy technology testing services. Throughout its history, MVTL employees have reflected a dual commitment to quality and their customers, expressed in the high standards of their work and dedicated participation in the company’s quality assurance program.



A group of MVTL employees show their Go for the Gold medals.

It seems MVTL employees always strive to “go for the gold” in all they do — and their wellness program is no exception.

A healthy competition yields healthy benefits

Since 2010, the 125 employees at MVTL’s New Ulm headquarters have entered into a friendly competition called *Go for the Gold Challenge* with two other New Ulm businesses — Windings and SouthPoint Federal Credit Union. The three companies began the challenge during the 2010 Winter Olympics with the help of the Heart of New Ulm Project. They held a 12-week competition to help develop healthy lifestyle behaviors, and maintain or lose weight.

MVTL won that first challenge and the company donated money for every pound an employee lost to a charity of the employee’s choosing. They’re now competing in the 2011 challenge, which focuses on increasing physical activity.

Colleen Skillings, MVTL’s chief financial officer, explained that MVTL employees enjoy a healthy competition, both with other local companies as well as internally on an individual or departmental level. As a result, many of their wellness programs include a competitive element.

In each *Go for the Gold Challenge*, employees win gold, silver and bronze medals based on how much activity they do each week. The three companies then compete for the most medal percentages to account for different numbers of employees and varying levels of participation. The winning company gets a trophy, but more importantly, the companies all reap the benefits from a healthier and more productive workforce.

Reduce health insurance premiums and improve employee health

Skillings said that when MVTL started their wellness program in 2008, part of their goal was to help reduce the rate of increases to their health insurance premiums.

“They’re getting higher and higher all the time, and improving our employees’ health is one thing we can somewhat try to control. The other part of our goal is to help our employees become healthier — and of course, along with that comes side benefits. From a personal standpoint, you feel much better; you’re also more productive at work and happier at home.”

MVTL started its wellness program as one of the pilot worksites for *Wellness@Work*, a worksite wellness initiative that New Ulm Medical Center

started in 2008, before the Heart of New Ulm Project launched. Their varied wellness programming includes periodic 15- to 30-minute “break-n-learn” sessions on topics ranging from nutrition, sleep and stress to exercise. All employees are encouraged to attend a free session and are not required to use a break or lunch period.

The wellness committee has sponsored “turkey trots” during the fall that encourage physical activity and competition among different departments. They’ve also implemented various Heart of New Ulm worksite wellness programs such as the *Holiday Trimmings* program, which is designed to help people avoid weight gain during the winter holiday season. An especially popular offering from the wellness committee is the sale of fruit and granola bars.

Skillings explained, “It’s an on-your-honor system where there is a container to put your money in and take your fruit. The wellness committee is in charge of buying the fruit and granola bars and maintaining the fund. It’s gone quite well. It seems that we are running out of the food on a regular basis, and the fruit seems to get purchased by the end of the week, so nothing gets wasted.”

MVTL has also made strides in providing more healthy food options at meetings and Skillings said she’s noticed that when she goes into the lunchroom, it’s apparent that people are trying to eat healthier.

“You see that people are trying to make better choices. One individual who never liked to run started to run last summer and is now running in races and has lost a lot of weight. We’re seeing some people who are really taking it to heart,” said Skillings.

Financial incentives also play a role

In April 2011, MVTL started a new program that gives an incentive to employees who improve or maintain their health. The program started with a baseline health test. If an employee’s results show they’re already in a healthy or optimal range, they’ll be eligible for a \$20 monthly reduction in their health insurance premium in 2012. For those employees whose results are not optimal, they’ll

also be rewarded with the \$20 reduction if they show they’re improving their health or commit to be a part of a health improvement program. MVTL will also host another Heart of New Ulm screening for employees in 2011.

Skillings stressed that as an employer, it’s important that worksite wellness programs such as Wellness@Work and the Heart of New Ulm Project collect data as an objective third party.

“Employees sometimes fear that you’re going to change their health insurance coverage if they’re identified as having health issues. That’s why this approach works well — it takes us as the employer out of the data collection process and allows us to focus on the programming. All of the data is gathered at New Ulm Medical Center, so they let us know who qualifies for the incentive and who doesn’t. We as the employer don’t know an individual’s results.”

Community support really helps

Skillings said the biggest strengths that the Heart of New Ulm Project has brought to MVTL’s wellness efforts are the support, the availability of programs, the HONU staff’s willingness to help with their program, and the overall awareness.

“Employees are used to hearing about the importance of personal health choices, but the Heart of New Ulm has helped increase that awareness,” stressed Skillings. “Now it’s a bigger thing — and it’s also starting to hit people’s pocketbooks because health insurance has gotten so expensive. People have started to take notice and think, ‘OK, what can I personally do to really help reduce the cost?’”

She continued, “Because the Heart of New Ulm is bringing the message to the rest of the community, it’s not just one company or one group of people trying to get healthy,” Skillings said. “For employees, it’s very helpful knowing that there’s support out in the community among local businesses, restaurants and other residents to help them achieve their goals.”

In other words, with the added support, MVTL employees really can “go for the gold”!

25 Things You Can Do at

www.heartsbeatback.org

Get involved:

- 1 View a calendar of upcoming community and district events, and register for events.
- 2 Sign up for an upcoming heart health screening, where you'll find out your HONU Lifestyle Score.
- 3 Find information about your local district.
- 4 Find information on how you can volunteer.
- 5 Sign up to receive our monthly e-newsletters, full of helpful tips for making healthy changes.
- 6 Read archived issues of past e-newsletters.

Get inspired:

- 7 Read success stories of individuals and businesses in New Ulm who are taking steps to improve their heart health.

Learn about healthy lifestyle changes you can make:

- 8 Download slides and related handouts for presentations on tobacco cessation, managing your cholesterol level, lowering your blood pressure, taking care of your heart when you have diabetes, getting active, eating the Mediterranean way, losing weight and stress management.
- 9 Download the heart health screening booklet and learn more about heart attack risk factors.
- 10 Access articles and handouts on healthy eating, weight management, stress management and a host of articles from EatingWell magazine.
- 11 Access links to online resources for food and nutrition, physical activity and weight loss.
- 12 Check out the information on our FoodWorks program and how it can help you make healthier food choices at restaurants, grocery stores and convenience stores.

Left: Jingle Bell Jam walk/run; right: Bavarian Blast walk/run; opposite page: Trek 'n Treat district event



Track your progress:

- 13 Track your Heart of New Ulm Lifestyle Score online and see whether your score is improving.
- 14 Use the online Fruits and Vegetables Tracker to track the servings you eat each day and also the colors to help you reach your goals for improved health.
- 15 Download tracking logs for current and past Community Health Challenges to track your physical activity and fruits and vegetables on paper.
- 16 Download a wallet card for tracking your blood pressure and weight at the Heart Health Stations.

Explore new recipes and cooking tips:

- 17 Download heart-healthy recipes for beverages, breakfast, dessert, main entrées, salads, sides/vegetables, smoothies, snacks and soups.
- 18 Download recipes from popular cooking classes.
- 19 Watch past episodes of the “What’s Cooking New Ulm?” television show (Channel 3 on the NU-Telecom cable system and channel 14 on the Comcast cable system).
- 20 Apply to appear as a guest on “What’s Cooking New Ulm?”
- 21 Download the winning recipes from the Fall FoodWorks Event & CompEAT Culinary Contest.

Learn more about the Heart of New Ulm Project:

- 22 Read background on the project, the impact and staff.
- 23 Read news releases and media coverage, including TV news segments about the project.
- 24 Watch videos about the project — Hearts Beat Back: The Heart of New Ulm Project; Making a Difference; Early Success.
- 25 Download a form to make a donation to support our efforts.



For more information about events and resources, you can also call us at 507.233.1945.

New Ulm Worksites Go Tobacco-Free

Experts agree that complete avoidance of tobacco is the single most powerful action step an individual can take to prevent heart disease. But it's very challenging for an entire community to reduce their smoking rate without creating an environment that discourages the habit.

So it was almost a stroke of fate when, at about the same time that HONU launched, the Statewide Health Improvement Program (SHIP) was signed into law as a component of Minnesota Health Care Reform. Eventually the two programs joined up in some efforts, particularly around helping New Ulm businesses go completely tobacco-free.

"SHIP is focused on policy, systems and environmental changes," said Becky Weber, SHIP coordinator for Brown and Nicollet County. "We picked seven interventions to focus on in the next year and one of them — tobacco-free worksites — came out as a major priority for us."

SHIP began working with HONU's worksite lead Holly Glaubitz. The SHIP program supported Glaubitz to receive specialized training from the American Lung Association in their "Freedom from Smoking" program and she subsequently helped three New Ulm worksites to implement tobacco-free policies and conduct onsite smoking cessation classes for employees.

J&R Schugel Trucking, Shelter Products and Oak Hills Nursing Home all accepted the offer from SHIP and HONU to implement tobacco-free policies at their worksites. Schugel went tobacco-free in September of 2010. Shelter and Oak Hills implemented their policies in November 2010.

At J&R Schugel Trucking, Human Resources Manager Leah Peck said, "One of the most successful components about our going tobacco-free was that our president, Rick Schugel, had the idea that we should first hold a vote among employees to decide if we should do it. Overwhelmingly, people voted to go smoke-free.



Taking into account the time employees had to prepare before the tobacco-free date, the resources that were available to them and the fact that most of them voted in support of the tobacco-free workplace, Peck said, "by the time we went tobacco-free it was much less of an event than we thought it would be. It really was an easy transition and just part of an evolving culture at Schugel that truly values their employees' health."

At Shelter Products, the tobacco-free decision was also made out of concern for employees' health, but also to help improve productivity in the workplace, said Office Manager Barb Stueber.

Through the SHIP grant and with Glaubitz's help, quit smoking classes were offered onsite at each workplace. Classes are organized into eight sessions and participants don't quit until the fourth class.

Glaubitz explained, "The first few classes prepare them to quit. They develop a plan that teaches them how to deal with stress in place of smoking, as well as what type of medication options are available. Then they do it. The overarching theme of the class is to find what works for you — develop your own plan to be successful."

Thank You to Our Current and Former District Leaders



These exceptional people have led by example and served as role models for our community. Their help in organizing and planning neighborhood events and getting their district members motivated to improve their health has been invaluable!

District 1: Philippsburg

Jennifer Brehmer
Tammy Kieper

District 2: Bonn

Darlene Dorow

District 3: Hamburg

Stacy Gilb
Carmen Wenner

District 4: Berlin

Dan Kotten
Shari Kotten

District 5: Ulm

Leah Peck
Ellie Sveine

District 6: Cologne

District 7: Eibenstock

Amy Furth

District 8/9: Frankfurt

Bobbi McCrea

District 11: Munich

Michelle Owens

District 12: Leipzig

Teri Arnoldt
Cindy Wall

District 13: Essen

Louis Christensen

District 14: Karlsruhe

Jeff Amundson

District 15: Heidelberg

Charlene Dannheim
DuWayne Witt

District 16: Stuttgart

District 17: Munster

Kimberly Reinhart
Christina Schwab

District 18: Heilbronn

Carolyn Borgen
Lori Wightman

District 19: Mannheim

District 20/21: Dusseldorf

Bobbi Fuhr
Carol Laitinen

District 22: Potsdam

Rachel Drill

District 23: Hamm

District 24: Kassel

Vicki Pieser

District 25: Bremen

Nancy Hanson
Brenda Hermel

Thank You to Our Steering Committee



“It’s rewarding to see the energy of people working together everywhere to stamp out heart attacks and make New Ulm the healthiest city in America. In homes, neighborhoods, fitness centers, restaurants, stores and workplaces, people in New Ulm are taking charge of their heart health and making an amazing amount of change.”

— Jackie Boucher, Vice President,
Minneapolis Heart Institute Foundation



“I’m privileged to support and participate in programs like the Heart of New Ulm Project that will improve — and indeed transform — health care over the coming decade. Ultimately, we’re about promoting the development of a health care system that is patient-centered, health-oriented, affordable for all and sustainable for health care providers.”

— Marcus Thygeson, MD, President,
Center for Healthcare Innovation,
Allina Hospitals & Clinics

Joel Albrecht, City of New Ulm
Carrie Anderson, City of New Ulm Park & Recreation
Marvin Augustin, Anytime Fitness
Kathleen Backer, New Ulm Medical Center Foundation Board
Jim Bartels, KNUJ- SAM Radio
Kathleen Bauer, New Ulm Medical Center
Deb Beatty, New Ulm Medical Center
Dan Beranek, Alliance Bank
Bob Beussman, City of New Ulm
Carisa Buegler, New Ulm Medical Center
Lori Burkhart, New Ulm Medical Center
Jenny Eckstein, New Ulm Chamber of Commerce
Bruce Fenske, New Ulm Journal
Jackie Finstad, New Ulm Medical Center Board of Trustees
Dennis Frederickson, State Senator
Marj Frederickson, New Ulm Medical Center Board
Toby Freier, New Ulm Medical Center
Dan Groebner, MD, New Ulm Medical Center
John Gronholz, Martin Luther College
Tom Henderson, Brown County Family Services
Rachel Hoffman, Minnesota Valley Testing Labs
Cheryl Kormann, City of New Ulm Park & Recreation
Joan Krikava, MD, New Ulm Medical Center
Karen Moritz, Brown County Public Health
Keri Parish, Kraft Foods
Leah Peck, J&R Schugel Trucking
Timothy Plath, Minnesota Valley Lutheran School
Harold Remme, District #88 Schools
Peter Roufs, New Ulm Area Catholic Schools
Kathy Runck, New Ulm Medical Center
Tom Schmitz, City of New Ulm Park & Recreation
Jane Steinke, New Ulm Area Catholic Schools
Joyce Tollefson, Our Savior’s Lutheran Church
Verna Walters, 3M
Lori Weinberg, Windings Inc.
Sharon Weinkauff, New Ulm Chamber of Commerce

About Our Partners

Hearts Beat Back: The Heart of New Ulm Project is a collaborative partnership of Allina Hospitals & Clinics, the Minneapolis Heart Institute Foundation, New Ulm Medical Center and the community of New Ulm.

Allina Hospitals & Clinics is a not-for-profit system of hospitals, clinics and other health care services, providing care throughout Minnesota and western Wisconsin. Allina owns and operates 11 hospitals including New Ulm Medical Center, more than 90 clinics, and health care services including home care, hospice and palliative care, oxygen and medical equipment, pharmacies and emergency medical transportation.

Allina's Center for Healthcare Innovation researches and incubates new ideas, care models and treatments to transform health and health care. In doing so, it advances Allina's strategic vision to improve patient care and serve as a catalyst for change in health care locally and nationally. Allina's goal is to become a national leader in creating innovative, sustainable models of care and sharing best practices and innovation.

The Minneapolis Heart Institute Foundation was established in 1982 by a group of cardiologists from the Minneapolis Heart Institute, who recognized that the finest heart care for patients needed to be supported by an enduring commitment to education and research. The foundation is among the top ten clinical cardiovascular research and education institutions in the country. Their mission is to promote and improve cardiovascular health, quality of life and longevity for all — to create a world without heart disease.

The Heart of New Ulm Project Team:

Gretchen Benson, RD, CDE, Minneapolis Heart Institute Foundation
Jackie Boucher, MS, RD, CDE, Minneapolis Heart Institute Foundation
Heather Britt, MPH, PhD, Allina Hospitals & Clinics,
Center for Healthcare Innovation
Rebecca Fliszar, RD, CSP, LD, New Ulm Medical Center
Holly Glaubitz, New Ulm Medical Center
Joy Hayes, MS, RD, LD, CDE, New Ulm Medical Center
Kitty Hietala, New Ulm Medical Center
Shawn Hildebrandt, New Ulm Medical Center
Thomas Knickelbine, MD, FACC, FSCAI, Minneapolis Heart Institute
Julie Long, NP, New Ulm Medical Center
Raquel Pereira, MS, RD, LD, Minneapolis Heart Institute Foundation
Betsy Pieser, New Ulm Medical Center
Abbey Sidebottom, MPH, Allina Hospitals & Clinics,
Center for Healthcare Innovation
Charles Stephens, MD, New Ulm Medical Center
Marcus Thygeson, MD, Allina Hospitals & Clinics,
Center for Healthcare Innovation



“It’s really inspiring to see how New Ulm residents, employers, leaders and NUMC have partnered together to help our community become healthier. Hearts Beat Back: The Heart of New Ulm Project’s innovative approach to preventing heart attacks is something that we hope in the future will be successfully replicated in communities all across the country.”

— Toby Freier, President,
New Ulm Medical Center



“The physicians of the Minneapolis Heart Institute are very excited to be a part of this successful and important project. The entire Heart of New Ulm team has shown that a broad community prevention program fostered by the local community can have a tremendous impact on overall health. This project serves as a model for health care institutions looking to combine the efforts of physicians and public health care workers with the electronic medical record to improve the quality of life of their community.”

— Thomas Knickelbine, MD, FACC,
FSCAI, Minneapolis Heart Institute

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For more information about the project, visit www.heartsbeatback.org. Be sure to join the Hearts Beat Back: The Heart of New Ulm Project Facebook group.

