

Creating a world without heart disease one community at a time

REDUCING HEART ATTACKS

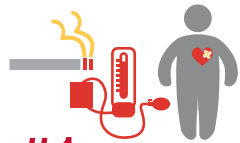
Started in 2009, Hearts Beat Back: The Heart of New Ulm Project is a 10-year population-based prevention demonstration project designed to reduce the number of heart attacks that occur in New Ulm, Minn. The project is a collaborative partnership of the Minneapolis Heart Institute Foundation, Allina Health and the New Ulm community.

WHY WE DID IT



BEYOND THE CLINIC

Health care is moving beyond hospital and clinic walls and out into communities



#1 CAUSE OF DEATH

is heart attacks for both men and women, yet largely preventable through healthier lifestyles

RESEARCH AND REPLICATION

- Serve as research project that rigorously measures and reports outcomes; vast majority of citizens get medical care from New Ulm Medical Center, facilitating data tracking via electronic health records
- Develop leadership approaches with potential for successful replication



OUR APPROACH



EVIDENCE-INFORMED HEALTH IMPROVEMENT PRACTICES

- Community
- Health care
- Worksites
- Environment

PROGRAMS, ACTIVITIES AND EVENTS



- Community
- Worksites

POLICY, SYSTEMS AND ENVIRONMENTAL CHANGES

- Worksites
- Food environment
- Built environment



PARTNERSHIPS AND COMMUNITY CAPACITY-BUILDING

Engaged representatives from health care, county public health, city government, local chamber of commerce, school district, college, employers, churches, civic groups, media and general community in developing and embracing program initiatives



STRATEGIC COMMUNICATIONS PLAN for reaching entire community

HEALTH OUTCOMES

ROBUST TRACKING TOOLS

- Community health screenings
- Electronic health record
- Resident surveys and focus groups
- Environmental assessments



77% of people in New Ulm now get 150 minutes a week of moderate exercise; up from 67% in 2009



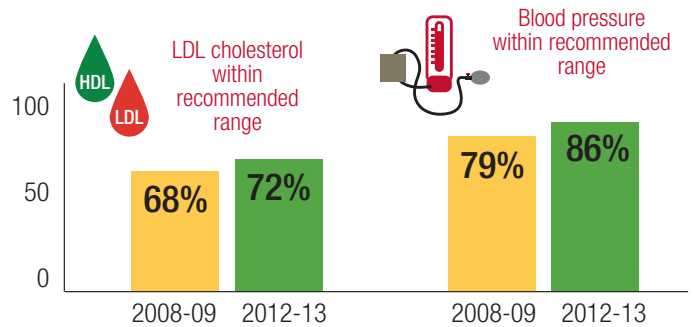
33% of people in New Ulm now eat five or more servings of fruits and vegetables a day, up from 19% in 2009

40% of people in New Ulm now take a daily aspirin, up from 32% in 2009



CHOLESTEROL AND BLOOD PRESSURE

improvements are particularly notable — representing larger improvements than trends being seen in rest of country!



RECOGNITION



2014 WINNER NOVA AWARD

from the American Hospital Association



2014 WINNER COMMUNITY BENEFIT AWARD

(small hospital category) from the Minnesota Hospital Association (along with partner New Ulm Medical Center)

SUCCESSFUL COLLABORATIVE PARTNERSHIPS STUDY

Selected by the University of Kentucky's College of Public Health from field of 160 nominees for inclusion in study of 10 partnerships focused on improving community health





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MARKETING HEALTH

Often with community initiatives, communications happen in the form of marketing a specific program, product or service.

Hearts Beat Back markets a way of life with messages that penetrate the entire community, helping propel a shift to a culture where health is the new norm.

WITH HEARTS BEAT BACK, WE...

SPREAD EDUCATIONAL LIFESTYLE MESSAGES EVERYWHERE



HOME
DIRECT MAIL
NEWSPAPER
CABLE TV



ON THE ROAD
RADIO
BILLBOARD



WORKSITES AND HEALTH CARE CLINICS



ONLINE WEBSITES
SOCIAL MEDIA
E-MAIL



COMMUNITY
RESTAURANTS
STORES
SCHOOLS
CHAMBER
CHURCHES



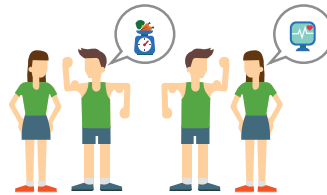
HIGHLIGHT SUCCESS

If Tom or Mary can do it, so can you! Communications highlight personal success stories of people in the community whenever possible to help inspire others and increase engagement. Stories emphasize how small steps lead to success!

ENCOURAGE SOCIAL SUPPORT



When it comes to successfully making healthful lifestyle changes, the power of social support can't be emphasized enough. A person's healthful choices influence their family, coworkers and friends. Messages reinforce how the entire community wins when everyone works together to support each other.



CULTIVATE CHAMPIONS

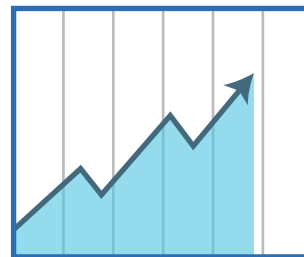
From churches to workplaces to city hall and social or civic groups, we find community champions and key influencers engage them in helping us spread the word in a wide variety of ways. People naturally want to be a part of something bigger than themselves.

HOW DOES THIS IMPACT HEALTH?



MOVING THE NEEDLE

Creating cultural change to improve a population's health is a marathon, not a sprint. A comprehensive long-term communications strategy is necessary to infiltrate the community with key messages to reach target audiences and influence a cultural shift toward health.



MAINTAINING MOMENTUM

Helping the community build on small successes is key to keeping the momentum going. We report back to the community regularly so community members gain a sense of cumulative community pride from knowing they are improving in certain health measures.

WHAT'S OUR SUCCESS?

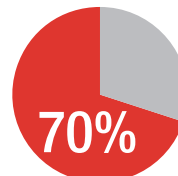
94%

of **ADULTS IN THE NEW ULM** community were aware of the project after the first year and the same percentage stated they believed the project would be successful.



WORKSITES ARE A FANTASTIC PLACE TO SPREAD THE WORD

49% in one program heard about it from their employer or coworker.
OF PARTICIPANTS



70% Name recognition for **SWAP IT to DROP IT** health promotion campaign in the New Ulm community



2X PER MONTH OR MORE Coverage in media



HEARTS BEAT BACK
TO LEARN MORE,
VISIT WWW.HEARTSBEATBACK.ORG

Our population health experts can provide you with real-world technical assistance through consultation, strategy development, program development guidance, evaluation and presentations.