



Creating a world without heart disease one community at a time

SWAP IT TO DROP IT

Hearts Beat Back developed the SWAP IT to DROP IT™ social marketing campaign and offered it in the rural Minnesota communities of New Ulm (pop. 13,500), Springfield (pop. 2,215) and Sleepy Eye (pop. 3,600). The grant-funded campaign helped people learn to make healthier SWAPs to lose weight and improve their overall health.

WHY WE DID IT



of adults or more in communities were overweight or obese



helps people lose 10 pounds in a year



GOOD DECISIONS

by consumers are important for heart-healthy eating



IDENTIFICATION AND PROMOTION

of healthier choices outside the home help people make better selections

CAMPAIGN ACTIVITIES



SIMPLE VISUAL MESSAGES

on healthier SWAPs



MASS MEDIA

Newspaper, billboards, cable TV, social media



PARTNERSHIPS AND POINT-OF-DECISION MESSAGES

at grocery and convenience stores, restaurants, local worksites



SUCCESS STORIES

featuring local people who successfully made SWAPs



1-HOUR

educational tours led by registered dietitians at grocery stores; also experiential food tasting opportunities

RESULTS



95%

OF GROCERY STORE TOUR PARTICIPANTS IN ONE COMMUNITY WERE REFERRED BY CLINICAL DIETITIAN



70%

recognition of SWAP IT to DROP IT logo



92%

were confident they could make healthier food and beverage choices



85%

swapped unhealthful items for healthier items



MALES

in particular showed increases in perceptions of healthy foods availability and ability to identify healthier choices



SUSTAINABILITY

Local health system continued funding for dietitian-led tours; local grocery store hired part-time dietitian



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