



Creating a world without heart disease one community at a time

SWAP IT TO ROCK IT

Hearts Beat Back worked with local athletic and food personnel from schools and sports organizations throughout New Ulm, Minn., to make healthier concessions available at area sporting events. The campaign used the slogan "SWAP IT to ROCK IT on the courts ... in the stands ... on the field ... in the classroom ... at home."

WHY WE DID IT

CANDY, SODA



and other low-nutrient foods are often the only choice at concession stands — leaving no healthful options



CONCESSION STANDS

often need to provide meal as well as snack for busy athletes and families



HEALTHIER FOOD CHOICES

help students and adults stay energized and achieve optimal performance



or more of children and adolescents are overweight or obese

CAMPAIGN ACTIVITIES



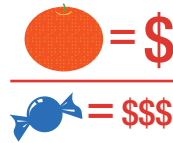
STUDENT SURVEY

on concession offerings to inform campaign messages



FRESH FRUIT

and other new offerings, such as subs on whole grain bun, string cheese, carrots, clementines, water, big pickles, granola bars



PRICING INCENTIVES

to encourage selection of healthier items, with fruit such as clementines priced less than candy at 50 cents



STRATEGIC EVENTS

featuring sub sandwich nights; healthier tailgate events at select games



SIMPLE VISUAL MESSAGES

on healthier SWAPs to "ROCK IT"



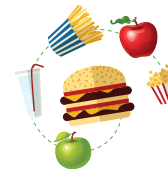
STEALTH IMPROVEMENTS

featuring pizza with fewer calories; popcorn made with trans-fat free oil



LIFE-SIZE PHOTO SIGNS

of coaches, players to promote campaign messages



DEFAULT MODIFICATIONS

to include water in combo meals instead of soda; 85 combo meals sold at one football tailgate via partnership with local grocery store

RESULTS



BREAK-EVEN OR PROFITABLE

for organizations from the onset



10 PIECES CUT

from each lower-cheese healthier topping pizza vs. 8 = fewer calories per serving

SOLD-OUT

of fruit at local basketball tournament; had to restock to fulfill demand



RAVE REVIEWS

One fan: "Love, love, LOVE the SWAP IT to ROCK IT project — so cool!"



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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.