



Creating a world without heart disease one community at a time

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



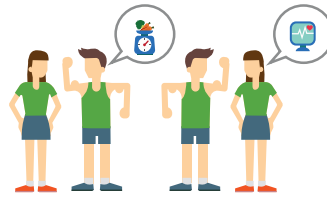
HIGHLIGHT SUCCESS

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

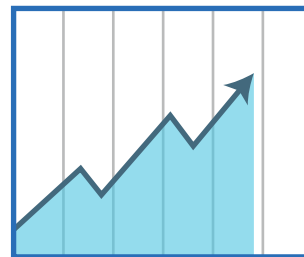
From churches to workplaces to city hall and social or civic groups, we find community champions and key influencers engage them in helping us spread the word in a wide variety of ways. People naturally want to be a part of something bigger than themselves.

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?

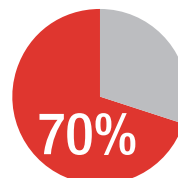
94%

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.