THE STORY OF NEW ULM
A POPULATION HEALTH TRANSFORMATION
Improving the overall health status of communities and populations requires new models of collaboration among hospitals, public health agencies, and other parties.
Vision for **Population Health**
Realize our potential by leading and innovating in health care access, value, and health improvement – proven by our outcomes

**Integrate Local Health Care Across the Continuum**

**Leverage the Regional Health Care System**

**Engage the Community through a Partnership Model to Make Health a Shared Goal by All**

**Strategies**

- Growth in Membership and Market Share
- Accountable Care - High value (Medicare ACO)
- Population Health Improvement (Heart of New Ulm)

**Data Analytics**

Data → Information → Strategy → Improved Outcomes
“If we all come together and channel our energy nothing will stop us from building a strong and lasting culture of health.” –Risa Lavizzo, MD
Objectives

- Identify strategies for aligning around a common health agenda with key community partners and empowering them as community catalysts
- Recognize effective approaches from the Hearts Beat Back: Heart of New Ulm Project that impact community health
Vision

What if we could eliminate heart attacks in a community?
Partnership Established
HONU is a 10-year demonstration project designed to apply and widely disseminate established, evidence-informed health improvement practices, based on the community’s own level of risk and customized to their preferences.
Oktoberfest

Drink like a Bavarian
Project Goal

Reduce the number of heart attacks over 10 years among 56073 zip code residents age 40-79 years.
Primary Objectives

**Moderate-term:** Improve the proportion of 56073 zip code residents (age 40-79 years; active Allina health record) with controlled modifiable heart disease risk factors over 5 years.

1. Elevated blood lipids (i.e., total/LDL/HDL cholesterol, triglycerides)
2. High blood pressure
3. Uncontrolled glucose (i.e., type 2 diabetes, pre-diabetes)
4. Obesity
5. Tobacco use
6. Physical inactivity
7. Low fruit/vegetable consumption
8. Uncontrolled stress
9. Medication underutilization/non-adherence
New Ulm, MN - 2009 Community Diagnosis

- 41% Obese
- 35% Overweight
- 38% Metabolic syndrome
- 17% Consumed 5 fruits and vegetables a day
Collecting and Utilizing Data

Community Needs
- Resident surveys
- Focus groups
- Parent surveys
- Classroom tallies

Environmental assessments
- Built environment
- Nutrition environment
- Policy assessment

Electronic health records
- 90% of residents have data in the record (80% of target population)

Screening data
- Behavioral Health-related data

Data Integration Plan
- Synthesize & share with target audiences

Desired Impact
- Create interventions to improve population health
“What Surrounds Us Shapes Us”

80% of our health is influenced by what happens outside the clinic walls
Thinking Outside of the Bed

“To be a community you must be out in the community.”
Heart of New Ulm Project Approach
Effective Interventions

Public Policy
Smoking policies, Complete Streets Policy

Community
Program partnerships, farmer’s markets/ CSAs, community-wide health challenges, social marketing campaigns

Organizational
NUMC interventions, 100 largest employer worksite wellness programs, restaurants, grocery store, convenience store interventions, Safe Routes to School

Interpersonal
Health education delivered to worksites, clinics and in the community provided social connection opportunities

Individual
HBC phone coaching, NUMC provider initiatives, lipid clinic
Communications Strategy

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
ZINNIEL ELECTRIC
Serving Electrical Needs - Every Day
Southern Minnesota
800.817.7930
LOSE IT to WIN IT™
Weigh in, New Ulm

JOIN
Enroll at www.heartsbeatback.org or at this kiosk. It's FREE.

ACHIEVE
Eat healthy and be active with the support of daily coaching through email or text, online resources, and access to certified personal trainers.

LOSE
Track your progress by completing private photographed weigh-ins every 90 days at this kiosk or any other kiosk in the community.

WIN
By working together to reach our fitness goals, the city of New Ulm can win a donation to fund outdoor exercise equipment for the entire community. It's FREE.

Try Active Transportation:
- Helps you be physically active as part of your daily routine without having to schedule extra time.
- Saves you money at the gas pump.
- Helps you manage your weight and keep your heart and lungs strong.
SWAP a 20-oz. regular soda with an unsweetened water and save up to 240 calories and 16 tsp. sugar!

Do this once a day and you could drop 24 pounds in a year!
Heart of New Ulm

Assess, develop, implement & evaluate programs, solutions and services

Build community capacity for long-term maintenance & sustainability of efforts in a population

Translate and disseminate outcomes, evidence and informed health improvement practices
## Comparison of HONU Changes to NHANES

<table>
<thead>
<tr>
<th></th>
<th>NHANES 2009-10</th>
<th>NHANES 2011-12</th>
<th>NHANES Change</th>
<th>HONU 2008-09</th>
<th>HONU 2012-13</th>
<th>HONU Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>BP at goal (&lt;140/90 mmHg)</td>
<td>83.1%</td>
<td>82.5%</td>
<td>-0.6</td>
<td>79.3%</td>
<td>86.0%</td>
<td>+6.7</td>
</tr>
<tr>
<td>BP medication</td>
<td>35.2%</td>
<td>36.8%</td>
<td>+1.6</td>
<td>38.3%</td>
<td>47.6%</td>
<td>+9.3</td>
</tr>
<tr>
<td>LDL at goal (&lt;130 mg/dL)</td>
<td>64.3%</td>
<td>63.7%</td>
<td>-0.6</td>
<td>68.0%</td>
<td>72.0%</td>
<td>+4.0</td>
</tr>
<tr>
<td>Cholesterol at goal (&lt;200 mg/dL)</td>
<td>47.5%</td>
<td>46.9%</td>
<td>-0.6</td>
<td>58.3%</td>
<td>65.1%</td>
<td>+6.8</td>
</tr>
<tr>
<td>Not Obese (BMI &lt;30)</td>
<td>62.5%</td>
<td>62.3%</td>
<td>-0.2</td>
<td>55.9%</td>
<td>55.2%</td>
<td>-0.7</td>
</tr>
</tbody>
</table>

NHANES data selected for participants age 40-79, white non-Hispanic to provide a comparison group similar to New Ulm resident demographics, sample weights applied for analysis.
## 5 Year Changes in Risk Factors

<table>
<thead>
<tr>
<th>Risk Factor</th>
<th>2008/09 n = 6082</th>
<th>2012/13 n = 6388</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cholesterol (mg/dL)</td>
<td>193.4 ± 0.5</td>
<td>187.8 ± 0.5</td>
</tr>
<tr>
<td>Cholesterol at Goal (&lt; 200 mg/dL)</td>
<td>58.3</td>
<td>65.1</td>
</tr>
<tr>
<td>Triglycerides (mg/dL)</td>
<td>140.4 ± 1.1</td>
<td>132.4 ± 1.2</td>
</tr>
<tr>
<td>Triglycerides at Goal (&lt;150 mg/dL)</td>
<td>66.4</td>
<td>70.1</td>
</tr>
<tr>
<td>Lipid medication</td>
<td>22.9</td>
<td>31.8</td>
</tr>
</tbody>
</table>

Continuous outcomes are reported as mean ± standard error, and categorical outcomes are reported as percent.

Residents age 40-79, adjusted for age and gender
## Behavior Changes Among Screening Participants age 40-79

<table>
<thead>
<tr>
<th>Measure</th>
<th>2009 (n = 3123)</th>
<th>2011 (n = 1976)</th>
<th>2014/15 (n = 1008)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoking</td>
<td>7.9</td>
<td>7.4</td>
<td>5.5</td>
</tr>
<tr>
<td>Physical Activity (at least 150 minutes / week)</td>
<td>63.9</td>
<td>96.0</td>
<td>96.2</td>
</tr>
<tr>
<td>Fruit and Vegetables (5 or more servings per day)</td>
<td>16.3</td>
<td>26.6</td>
<td>30.2</td>
</tr>
</tbody>
</table>

Screening analysis is age and gender adjusted to account for differential age and gender distributions in each screening time period.
Lesson: Think Sustainability from the Start
Successful and Productive Partnerships

- New Ulm Medical Center Foundation Board
- KNUJ-SAM Radio
- New Ulm Medical Center
- Mayo Health Systems
- New Ulm Chamber of Commerce
- New Ulm Journal
- MN Department of Natural Resources
- New Ulm Medical Center Board of Trustees
- Various community members
- Citizens Bank Minnesota
- Martin Luther College
- Brown County Family Services
- Minnesota Valley Testing Labs
- City of New Ulm Park & Recreation
- Kraft Foods
- J&R Schugel Trucking
- Minnesota Valley Lutheran School
- New Ulm Area Catholic Schools
- 3M
- Windings Inc.
- Putting Green
- Kwik Trip
- August Schell Brewing Company
- Beacon Promotions
- Brown County
- Cash Wise Foods
- Citizens Bank
- Ulmer Café
- Veigel’s Kaiserhoff
- Martin Luther College Cafeteria
- Cash Wise Deli
- Hy-Vee Deli
- Joni’s Restaurant
- Perkins Restaurant & Bakery
- George’s Fine Steaks & Spirits
- NUMC café and cafeteria
- Subway
- Ridgeway on 23rd
- Shelter Products, Inc.
- SouthPoint Federal Credit Union
- St Paul’s Lutheran Schools
- Holiday Station
- Freedom
- Alliance Bank
- Associated Milk Producers Inc.
Community BUY-IN versus OWNERSHIP

Photo Credit: Diabetic Living 2013
Evolution

From: MHIF driven with an advisory group

To: New Ulm driven by leadership team with MHIF as advisor
The HONU Transition

**Research**
- Assess progress towards goals
- Measure impact at 10 years
- Transition to community ownership
- Share results and disseminate to others

**Community**
- Identify leadership team
- Define mission/vision
- Prioritize 3-year impact strategies
- Create sustainable funding model
Collective Impact Partnerships
Sustainable Structure
Heart of New Ulm Project

Allina Associated Foundation Board

NUMC Foundation

Quality Committee
Executive Committee
Finance Committee

Allina Health Board

NUMC Board

HONU merged with community Engagement

MHIF

CASHS - Action Team
SRTS – Action Team
Worksite Wellness Action Team
Health Equity Action Team
Funding

- Allina Health
- Federal grants
- Foundation grants
- Corporate and industry grants
- In-kind investments
Cost Sharing Creates Ownership
Cost Sharing = Sustainability

2009
Research Project
Paid for Everything

2016
Research Project & Community Stakeholders Cost Share

2019
Community Owns & Pays for Project Activities
Lesson: Listen to Your Community
Leadership Team

- SRTS Action Team
- CASHS Action Team
- Worksite Action Team
- Health Disparities Action Team
- NIH NU-HOME Study Action Team
Vision: Support a culture of wellness

- Chamber
- Public Health
- Worksite Wellness Team
- Occu. Health Dept.
- NUMC
- Health System
- Schools
- Health Equity Team
- Pro KinShip
- Park & Rec.
- SRTS/CASHS Teams
- Parents
- Bike/Ped Advocates
- Parents
- Rec.
- City
- Schools
- Large Business
- Chamber
- Grocery Store
- Local College
- Planning/City
- Former Elected
- Public Health
- NUMC Found.
Lesson: Build Community Capacity
Worksite Trainings
Bring in Experts
Lesson: Leverage Expertise
Data Analytics
Join Us for a Fun Neighborhood Gathering!

Get to know your neighbors and enjoy fun for all ages

Featuring free:

- Food
- Music
- Bounce house, crafts, spike ball and other fun activities for kids
- Aromatherapy treatments
- Goodie bags! (for first 50 adults who turn in their completed "passport" after visiting all event stations)

For all residents of Linderhoff and Hillside Apartments

Saturday, June 11, 2016 • 4:30 to 6 p.m.
Hillside Apartments • (June 17 alternate rain date)

A FREE event for EVERYONE in the neighborhood

Brought to you by:
“We tell people they have to be more active and eat healthier. But, we have to also make it easier for them. This is a great start and the idea is to keep it growing. The Heart of New Ulm Project is going to prevent heart attacks and keep people healthy. In the long run, it will save lives.”

Former U.S. Surgeon General
Dr. Regina Benjamin
Common Denominators of Success

- Engage key stakeholders and create community ownership
- Develop communications strategies (create brand recognition)
- Collect strong data (qualitative and quantitative)
- Measure and communicate progress and impact
- Think sustainability from the start
- Build community capacity
- Leverage knowledge and expertise of individual stakeholders
“Over the several past years, The Heart of New Ulm Project has become sort of a fabric of our community, with its impact being seen everywhere you go and with most people you talk to in New Ulm”

Toby Freier, President, New Ulm Medical Center, part of Allina Health
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