

# REDUCING HEART ATTACKS



## RURAL HEALTH

Transformation Center

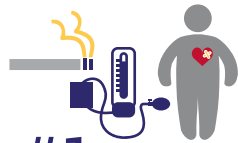
From 2009 to 2018, the Minneapolis Heart Institute Foundation® (MHIF) conducted real-world population health research with Hearts Beat Back: The Heart of New Ulm Project (HONU) in rural New Ulm, Minn. HONU is an award-winning population health initiative that MHIF originally designed in partnership with key community partners, including New Ulm Medical Center, as a 10-year demonstration project to identify and deliver the best interventions to reduce heart disease and its risk factors at a population level. The project continues in New Ulm today as a community-owned health initiative.

### 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



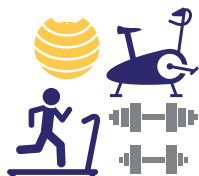
### HEALTH OUTCOMES

#### ROBUST TRACKING TOOLS

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



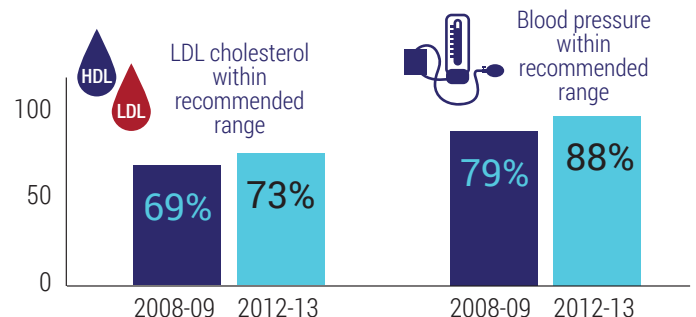
**28%** of people in New Ulm now eat five or more servings of fruits and vegetables a day, up from 17% in 2009



**88%** of people in New Ulm now get 150 minutes a week of moderate exercise; up from 63% in 2009

#### CHOLESTEROL AND BLOOD PRESSURE

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



### RECOGNITION



**2014 NOVA AWARD** from the American Hospital Association

**2014 COMMUNITY BENEFIT AWARD** (small hospital category) from the Minnesota Hospital Association (along with partner New Ulm Medical Center)

**2018 HEART HEALTHY STROKE-FREE AWARD** from the National Forum for Heart Disease and Stroke Prevention

#### SUCCESSFUL COLLABORATIVE PARTNERSHIPS STUDY



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

(over)

# OUR PUBLISHED RESEARCH ON HEART DISEASE RISK FACTOR IMPROVEMENTS



Population-Level Reach of Cardiovascular Disease Prevention Interventions in a Rural Community: Findings from the Heart of New Ulm Project (2020). Abbey C. Sidebottom, Gretchen

Benson, Marc Vacquier, Raquel Pereira, Joy Hayes, Peter Boersma, Jackie L. Boucher, Rebecca Lindberg, Barbara Pribyl, Jeffrey J. VanWormer. *Population Health Management*. [doi.org/10.1089/pop.2019.0196](https://doi.org/10.1089/pop.2019.0196)

Population-level Changes in Lifestyle Risk Factors for Cardiovascular Disease in the Heart of New Ulm Project (2019). Gretchen Benson, Abbey C. Sidebottom, Arthur Sillah, David M. Vock, Marc C. Vacquier, Michael D. Miedema, Jeffrey J. VanWormer. *Preventive Medicine Reports*. [doi.org/10.1016/j.pmedr.2019.01.018](https://doi.org/10.1016/j.pmedr.2019.01.018)

Assessing the Impact of The Heart of New Ulm Project on Cardiovascular Disease Risk Factors: A Population-based Program to Reduce Cardiovascular Disease (2018).

Abbey C. Sidebottom, Arthur Sillah, David M. Vock, Michael D. Miedema, Raquel Pereira, Gretchen Benson, Rebecca Lindberg, Jackie L. Boucher, Thomas Knickelbine, Jeffrey J. VanWormer. *Preventive Medicine*. [doi.org/10.1016/j.ypmed.2018.04.016](https://doi.org/10.1016/j.ypmed.2018.04.016)

Lifestyle Changes and Prevention of Metabolic Syndrome in the Heart of New Ulm Project (2017). VanWormer JJ, Boucher JB, Sidebottom AC, Sillah A, Knickelbine T. *Preventive Medicine Reports*, 6: 242-245. [doi.org/10.1016/j.pmedr.2017.03.018](https://doi.org/10.1016/j.pmedr.2017.03.018)

Clinical Implications of the American College of Cardiology/American Heart Association Guidelines for the Treatment of Blood Cholesterol for a Rural Community: Data From the Heart of New Ulm Project (2017). Miedema MD, Sidebottom AC, Sillah A, Benson G, Knickelbine T, VanWormer JJ. *Journal of Clinical Lipidology*, 11(1): 94-101. [doi.org/10.1016/j.jacl.2016.10.006](https://doi.org/10.1016/j.jacl.2016.10.006)

Changes in Cardiovascular Risk Factors After 5 Years of Implementation of a Population-Based Program to Reduce Cardiovascular Disease: The Heart of New Ulm Project (2016). Abbey C. Sidebottom, MPH; Arthur Sillah, MPH; Michael D. Miedema, MD, MPH; David M. Vock, PhD; Raquel Pereira, MS; Gretchen Benson, BA; Jackie L. Boucher, MS; Thomas Knickelbine, MD; Rebecca Lindberg, MPH; Jeffrey J. VanWormer, PhD. *American Heart Journal*. [doi.org/10.1016/j.ahj.2016.02.006](https://doi.org/10.1016/j.ahj.2016.02.006)

Prevalence of the American Heart Association's "Ideal Cardiovascular Health" Metrics in a Rural, Cross-Sectional, Community-Based Study: The Heart of New Ulm Project (2013). Kim JL, Sillah A, Boucher JL, Sidebottom AC, Knickelbine T. *Journal of the American Heart Association*, April 2013. [doi.org/10.1161/JAHA.113.000058](https://doi.org/10.1161/JAHA.113.000058)

## About The Minneapolis Heart Institute Foundation's Community Rural Health Consulting Team

The Minneapolis Heart Institute Foundation® is a research and education foundation that aims to create a world without heart and vascular disease. With more than 20 years of experience, our team is passionate about sharing our real-world experience and expertise to improve health in rural communities.



### We are experts in:

- Using local data to inform interventions, drive and measure outcomes
- Building community capacity to address the unique needs of rural communities
- Facilitating diverse partnerships
- Executing integrated, proven strategies across the social-ecological model
- Branding and the use of communications as a primary strategy

### Our Vision

To simplify and accelerate rural community health improvement efforts for sustainability and impact.

## Connect with Us

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Creating a world without heart and vascular disease

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