

MARKETING HEALTH



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/community health initiative that MHIF originally designed in partnership with key community partners as a 10-year demonstration project to deliver evidence-based interventions across a community to improve health. The project continues in New Ulm today as a community-owned health initiative.

The Heart of New Ulm has marketed 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 THE HEART OF NEW ULM, WE'VE ...

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



HIGHLIGHTED SUCCESS

Communicating personal success stories inspires others to increase engagement and emphasizes how small steps lead to success.

CULTIVATED CHAMPIONS

We engage community champions and key influencers to help us spread the word through all available communication channels.



TAILORED COMMUNICATIONS STRATEGIES

We work to understand what messaging resonates with the community/stakeholders as well as the topics or goals and use the communication vehicles best suited for each.



COMMUNICATED DATA TO ADVANCE PROGRESS TOWARD GOALS AND OBJECTIVES

Using and sharing locally available data on a regular basis assists in creating a shared vision of health and expected outcomes. Data helps stakeholders identify risks in target populations, evaluate change and communicate progress toward outcomes. It allows for adjustments in the plan and serves as the driving force for the justification of change.

THE SUCCESS WE'VE ACHIEVED

EARNED MEDIA IN THE COMMUNITY

3X A MONTH



45%

response rate to a community health survey mailed in 2018

WORKSITES SPREAD THE WORD



49%

of participants in one program heard about it from their employer or coworker.

More than 37%

of people responded that they heard about one of the project's initiatives through their worksite.

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; brand awareness has been maintained at more than 90 percent

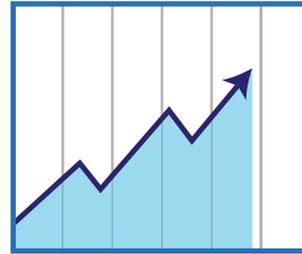
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HOW DOES IT ALL IMPACT THE COMMUNITY'S HEALTH?



MOVING THE NEEDLE

With a comprehensive long-term communications strategy in place, we succeed in infiltrating the community with key messages to reach target audiences and influence a cultural shift toward health.



MAINTAINING MOMENTUM

Successful communications help people understand how and why policies, systems and environmental (PSE) changes work to sustain community health for the future; training increases leaders' belief that they can influence PSE in their community.

LEARN MORE IN OUR ENGAGEMENT LEARNING GUIDE

"The Power of True Engagement for Population Health" learning guide was created by the Minneapolis Heart Institute Foundation's population health team, in conjunction with AcademyHealth.

Download the guide at www.tinyurl.com/CmtyEngagement



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

Email: populationhealth@mhif.org

Phone: 785-806-2210

Web: mplsheart.org/rhtc

 [Twitter.com/PopHealthMHIF](https://twitter.com/PopHealthMHIF)

 [LinkedIn.com/showcase/mhifpopulationhealth](https://www.linkedin.com/showcase/mhifpopulationhealth)



920 East 28th Street, Suite 100, Minneapolis, MN 55407