

# RESTAURANT PROGRAM



## RURAL HEALTH

Transformation Center

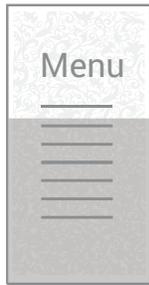
From 2009 to 2018, the Minneapolis Heart Institute Foundation® (MHIF) conducted real-world population health research with Hearts Beat Back: The Heart of New Ulm Project (HONU) in rural New Ulm, Minn. HONU is an award-winning population health initiative that MHIF originally designed in partnership with 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.

In 2011, Hearts Beat Back developed and launched a restaurant program in New Ulm as part of its efforts to improve the local food environment and also improve the availability, identification and promotion of affordable, lower-calorie, nutrient-dense foods (especially fruits and vegetables). The project partnered with local restaurants that were committed to serving the same great-tasting food, while making it easier for people to eat healthier.

## WHY WE DID IT



**2**  
MEALS/WEEK  
eaten at  
restaurants by  
New Ulm  
residents



**ONLY 59%** of  
restaurants offered at  
least one nonfried  
vegetable choice; 41%  
offered fruit; 29%  
offered reduced-size  
portions; 26% offered  
whole-grain bread



**ONLY 19%**  
of community adults  
were eating  
recommended five daily  
servings of fruits and  
vegetables in 2009

“HEALTHY  
UNHEALTHY”

**24%**  
of people did not  
perceive it easy to  
identify healthier  
choices on menus in  
2012

## CAMPAIGN ACTIVITIES

**34**

restaurants underwent  
baseline nutrition  
assessments using  
Nutrition Environment  
Measures Survey;  
registered dietitian  
provided tailored  
assessment report and  
suggestions for food  
environment  
improvements



**2012**

baseline consumer survey on  
attitudes and perceptions; 2013  
follow-up survey



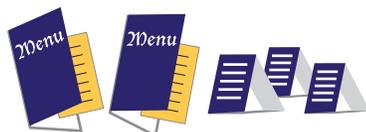
### RESTAURANT INCENTIVES

Consulting support, recipe analysis,  
staff training, onsite signage,  
community promotions, paid  
advertising, earned media  
opportunities



### 3 ACHIEVEMENT LEVELS

(Gold, Silver, Bronze) based on  
the number of healthy  
practices each establishment  
agreed to offer (e.g., items with  
more fruits and vegetables and  
fewer total calories, using  
healthier fats when cooking,  
offering whole grain options)



### POINT-OF-DECISION TOOLS

table tents, menu inserts

## RESULTS



### WIN-WIN

Restaurants say healthy items are easy to make and profitable too

18<sup>↑</sup>

participating restaurants in 2014; up from 9 in 2011



67%

consumer awareness of restaurant program in 2012

### CULTURAL CHANGES

One restaurant sells more salads than fries; one added Mediterranean lunch buffet; one accommodated request to add more fruits and vegetables for Rotary Club's meeting menu

80%

agree or strongly agree that healthy choices in restaurants are easy to identify; increase from 76%

94%

agree or strongly agree they are confident they can make healthier food choices in restaurants; increase from 86%

## PUBLISHED RESEARCH

### Changing the Food Environment to Improve Cardiovascular Health in a Rural Community: Implementation and Evaluation of the Heart of New Ulm Restaurant Programme (2018)

Lindberg, R., Sidebottom, A., McCool, B., Pereira, R., Sillah, A., & Boucher, J. *Public Health Nutrition*, 1-10.

[doi.org/10.1017/S1368980017003585](https://doi.org/10.1017/S1368980017003585)

### Assessing the Food Environment of a Rural Community: Baseline Findings From the Heart of New Ulm Project (2014)

Pereira RF, Sidebottom AC, Boucher, JL, Lindberg R, Fliszar R. *Preventing Chronic Disease*.

[doi.org/10.5888/pcd11.130291](https://doi.org/10.5888/pcd11.130291)

## 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](mailto:populationhealth@mhif.org)

**Phone:** 785-806-2210

**Web:** [mplsheart.org/rhtc](http://mplsheart.org/rhtc)



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



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



Creating a world without heart and vascular disease

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