

SWAP IT TO DROP IT®



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.

Hearts Beat Back developed the SWAP IT to DROP IT® social marketing campaign and offered it in the rural Minnesota communities of New Ulm (pop. 13,500), Springfield (pop. 2,215) and Sleepy Eye (pop. 3,600). The grant-funded campaign helped people learn to make healthier SWAPs to lose weight and improve their overall health.

WHY WE DID IT



67%

of adults or more in communities were overweight or obese



100

FEWER
Calories
Daily

helps people lose
10 pounds in a year



GOOD DECISIONS

by consumers are
important for
heart-healthy eating



Identification and promotion

of healthier choices
outside the home help
people make better
selections

CAMPAIGN ACTIVITIES



SWAP FOR

SIMPLE VISUAL MESSAGES

on healthier SWAPs



MASS MEDIA

Newspaper, billboards,
cable TV, social media



PARTNERSHIPS AND POINT-OF-DECISION MESSAGES



at grocery and convenience stores,
restaurants and local worksites



1-HOUR

educational tours led by registered
dietitians at grocery stores; also
experiential food tasting opportunities



SUCCESS STORIES

featuring local people who
successfully made SWAPs

RESULTS



95%

of grocery store tour participants in one community were referred by clinical dietitian

SWAP IT to DROP IT
heartsbeatback.org

70%



recognition of SWAP IT to DROP IT logo



92%

were confident they could make healthier food and beverage choices



MALES

in particular showed increases in perceptions of healthy foods availability and ability to identify healthier choices



85%

swapped unhealthful items for healthier items



SUSTAINABILITY

Local health system continued funding for dietitian-led tours; local grocery store hired part-time dietitian

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



Creating a world without heart and vascular disease

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