

SWAP IT TO ROCK 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 worked with local athletic and food personnel from schools and sports organizations throughout New Ulm to make healthier concessions available at area sporting events. The campaign used the slogan "SWAP IT TO ROCK IT ... on the courts ... in the stands ... on the field ... in the classroom ... at home."

WHY WE DID IT



CANDY, SODA

and other low-nutrient foods are often the only choice at concession stands – leaving no healthful options



CONCESSION STANDS

often need to provide meal as well as snack for busy athletes and families



HEALTHIER FOOD CHOICES

help students and adults stay energized and achieve optimal performance



1/3+

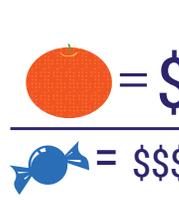
or more of children and adolescents are overweight or obese

CAMPAIGN ACTIVITIES



STUDENT SURVEY

on concession offerings to inform campaign messages



PRICING INCENTIVES

to encourage selection of healthier items, with fruit such as clementines priced less than candy at 50 cents



STRATEGIC EVENTS

featuring sub sandwich nights; healthier tailgate events at select games



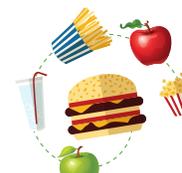
FRESH FRUIT

and other new offerings, such as subs on whole grain bun, string cheese, carrots, clementines, water, big pickles, granola bars



STEALTH IMPROVEMENTS

featuring pizza with fewer calories; popcorn made with trans-fat free oil



DEFAULT MODIFICATIONS

to include water in combo meals instead of soda; 85 combo meals sold at one football tailgate via partnership with local grocery store



SIMPLE VISUAL MESSAGES

on healthier SWAPS to "ROCK IT



LIFE-SIZE PHOTO SIGNS

of coaches, players to promote campaign messages

RESULTS



BREAK-EVEN OR PROFITABLE

for organizations
from the onset



10 PIECES CUT

from each lower-cheese
healthier topping pizza vs.
8 = fewer calories per serving

SOLD-OUT



of fruit at local basketball
tournament; had to restock
to fulfill demand



RAVE REVIEWS

One fan: "Love, love, LOVE
the SWAP IT to ROCK IT
project – so cool!"

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



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Creating a world without heart and vascular disease

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