



# Congratulations, New Ulm!

Back in 2009, Hearts Beat Back: The Heart of New Ulm Project started as a 10-year research project to reduce heart attacks and improve health. As we look back over these last six years, it's amazing to see all the changes that have occurred in New Ulm to help people make health the easy choice where they live, learn, work and play.

**What's made the difference?** It's been the commitment of our entire community coming together around a common vision — to improve the health of the community. It's been the small steps by each of us that have collectively helped our family, friends, neighbors and colleagues all improve their health.

Today, The Heart of New Ulm Project has evolved into a project that is truly community-owned and community-driven, and singularly focused on the well-being of people who live or work in New Ulm. Read on to hear more about all the great things that have happened in our community to nurture a culture of health and be proud of the work that we've all done!

## First — and most importantly — people are healthier!

Based on data from screenings and electronic health records, people age 40–79 who live or work in New Ulm are making impressive strides:



**33%**

of people in New Ulm now eat five or more servings of fruits and vegetables a day, up from 19% in 2009



**40%**

of people in New Ulm now take a daily aspirin, up from 32% in 2009



**77%**

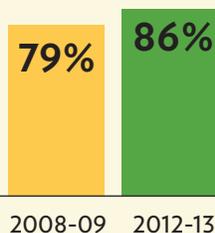
of people in New Ulm now get 150 minutes a week of moderate exercise; up from 67% in 2009



LDL cholesterol within the recommended range



Blood pressure within the recommended range



### FACT

New Ulm's cholesterol and blood pressure improvements are particularly notable because they represent larger improvements than trends being seen in the rest of the country!



# Walk, bike and be active around town

## Walk or bike safely to school

Planning for Safe Routes to School began in New Ulm in July 2014 after receiving a federal technical assistance grant from The Minnesota Department of Transportation.



- Community partners: **Region Nine Development Commission, New Ulm Public Schools, Minneapolis Heart Institute Foundation**

## Participate in a run/walk event



From the Eagles 5000 Run to the Lager Lauf, more than eight walk/run events every year encourage people to become more active and support each other. Back in 2009, there was only one!

- Community partners: **Nonprofits and community organizations throughout New Ulm, Minneapolis Heart Institute Foundation**

## Exercise in the park

As a result of the LOSE IT to WIN IT Community Health Challenge, Harman Park now features outdoor fitness equipment as of September 2014, making it convenient for everyone in the community to have access to workout equipment.



- Community partners: **New Ulm Medical Center Foundation, New Ulm Parks and Recreation, Minneapolis Heart Institute Foundation**

## Walk or bike down Garden Street

In August 2014, Garden Street was redesigned between S. Payne St. and Center St. to become safer for people when biking or walking.



- Community partners: **Coalition for Active, Safe and Healthy Streets; City of New Ulm; Minneapolis Heart Institute Foundation**

## Enjoy fun activities for all ages

More than 700 people of all ages packed the New Ulm Civic Center in September 2014 for the Third Annual Day of Play featuring a variety of fun activities, including a bike rodeo to help teach children the safety skills they need to ride their bikes under control and with confidence.



- Community partners: **Martin Luther College, New Ulm Medical Center, New Ulm Parks and Recreation, New Ulm Police Department, various nonprofits and community organizations, Minneapolis Heart Institute Foundation**

## Bike safely around town

New signs have been posted to designate and complete the great 12-mile circular bike path around town, popular with both locals and visitors.



- Community partners: **New Ulm Bike Club; Coalition for Active, Safe and Healthy Streets; City of New Ulm; Minneapolis Heart Institute Foundation**

### Coming in 2015!

- A map featuring designated bike routes in town along with Safe Routes to School-designated walking routes
- Outdoor fitness equipment at Washington and Lincoln Parks
- Sharrows (shared lane markings) on designated bike routes
- Bike racks with The Heart of New Ulm Project's logo for local businesses and nonprofits
- Bike lanes from Center to 5th North on Garden Street

# Learn about and embrace healthier lifestyles

## ... in health care settings



**1,300** people who live or work in New Ulm participated in a heart-health screening in 2014-15 to understand their risk for a heart attack and learn what they can do to reduce their risk. Comparing the data from 2011 when 3,100 people were screened — and also from 2009 when more than 5,100 were screened — has helped show us how well New Ulm is doing overall and where we still need to improve.

- Community partners: **New Ulm Medical Center, local employers, Minneapolis Heart Institute Foundation**



Just under **1,100** people at high risk for heart disease received personalized coaching from 2010-2014 from registered dietitians and registered nurses. Many participants made significant improvements, such as quitting smoking, improving their cholesterol, eating more fruits and vegetables, being more physically active and better managing stress.

- Community partners: **New Ulm Medical Center, Minneapolis Heart Institute Foundation**

## ... in the community

**LOSE IT to WIN IT™**   
*Weigh in, New Ulm*

**2,000+** people who live or work in New Ulm participated in the free **LOSE IT to WIN IT Community Health Challenge** in 2013-14. Participants lost a total of **5,602 pounds** and earned **\$59,175** to be spent on a community prize of outdoor fitness equipment and bicycle safety improvements. The prize was made possible by a grant from UnitedHealth Group and a generous donation from New Ulm Medical Center Foundation.



**270** individuals with a high body mass index also participated in a weight management coaching program during the challenge.

**333%**

increase in New Ulm Park and Recreation Center memberships has been seen since The Heart of New Ulm Project started — from 1,500 to 5,000 memberships!



- Community partners: **New Ulm Medical Center and its Foundation, local employers, businesses and community organizations, Minneapolis Heart Institute Foundation**

## ... at work



More than **40** of the area's largest 100 employers now have active wellness programming — an increase from only five in 2009. Employers have encouraged their employees to participate in free heart-health screenings, offered worksite wellness programs, created policies such as healthier vending options, established tobacco-free worksites, promoted community programs and more. Employees from more than 70 worksites participated in LOSE IT to WIN IT in 2013-14.

## FACT

**Action = success**



Among people with high blood pressure in 2009, those who participated in any Heart of New Ulm programs were about **twice as likely to reduce their blood pressure** by 2011 as those who did not participate. Over the past six years, these programs have included educational programs and challenges, community events, cooking classes, health presentations, health marketing campaigns, a cable TV cooking show and more — all designed to help people in New Ulm learn how to live healthier lifestyles.

- Community partners: **New Ulm Medical Center, local employers, businesses and community organizations, Minneapolis Heart Institute Foundation**

Today, it's easier in New Ulm to ...

# Find fruits, vegetables and smaller portions

... in restaurants and stores

Across all restaurants in New Ulm:

 **84%**  
now offer **non-fried vegetables**, up from 63% in 2011

 **53%**  
now offer **fruit**, up from 41% in 2011

 **38%**  
now offer **whole grain bread**, up from 25% in 2011

 **72%**  
now offer **smaller portions**, up from 31% in 2011

**18** eating establishments in New Ulm have partnered with The Heart of New Ulm Project as of 2014 to help **make it easier to eat healthier while dining out**. Diners now enjoy more fruits and vegetables, whole grains, healthier fats, options with fewer total calories and other healthier choices.



## Healthier choices

continue to be offered at local grocery and convenience stores. In 2014, with the help of funding from a Community Transformation Grant from the Centers for Disease Control and Prevention, the SWAP IT to DROP IT® campaign continued in Sleepy Eye and Springfield grocery and convenience stores. The campaign encouraged people to make small SWAPs to save 100 calories a day and lose 10 pounds in a year.



- Community partners: **Restaurants, cafeterias at businesses and organizations, grocery stores, convenience stores, Minneapolis Heart Institute Foundation**

... in gardens, markets and more

**20** additional garden plots were added to the New Ulm Community Garden at Growing Green at 20th and Valley St. in 2014, its second year, to help even more people affordably grow their own fruits and vegetables.



**Access** to healthier food choices has continued to increase with the addition of the New Ulm Community Market and Cooperative on Minnesota St., which opened in 2013.



**Local foods** are increasing at the KNUJ Farmers Market and community-supported agriculture (CSA) programs from local farmers have become more popular, too.



**At the game,** new and tasty concession choices, including fruit and other healthier snacks, have been offered at select school and association-sponsored sporting events.

- Community partners: **Growing Green, New Ulm Community Market and Cooperative, KNUJ Farmers Market, local farmers, New Ulm Public Schools, New Ulm Basketball Association, Minneapolis Heart Institute Foundation**

# A proud year for New Ulm

## 2014 Highlights

- **National recognition**

The project was chosen as one of 10 successful collaborative partnerships nationwide to be featured in a study published by the University of Kentucky's College of Public Health in conjunction with Commonwealth Center for Governance Studies, Inc.

- **Minnesota award**

The Minnesota Hospital Association honored the project as the 2014 winner of the Community Benefit Award (small hospital category).



- **National award**

The American Hospital Association honored the project as a 2014 winner of the prestigious NOVA award recognizing effective, collaborative programs focused on improving community health.



- **Sharing New Ulm's success**

Over the last six years, the project has regularly published its results and learnings extensively in prestigious journals, including the *Journal of the American Heart Association*, *Population Health Management*, *Journal of the American Board of Family Medicine*, *Clinical Medicine & Research*, *Preventing Chronic Disease*, and more. We've also conducted more than 30 poster sessions and presentations — including at the Scientific Sessions for both the American Heart Association and American Diabetes Association — as well as numerous national and local conferences in worksite health promotion, nutrition and dietetics, physical activity, public health, epidemiology, nursing and medical informatics.

- **National Leadership Academy for the Public's Health**

The project's new Community Leadership Team was selected for participation in the 2015 National Leadership Academy for the Public's Health, a year-long training program funded by the Centers for Disease Control and Prevention. The program is helping our community leaders advance their leadership skills and continue to leverage all the great resources New Ulm has to offer for improving health.

## The Heart of New Ulm Project's Community Leadership Team

Dan Beranek, Alliance Bank  
Jeff Bertrang, New Ulm Public Schools  
Lindsay Dalluge, New Ulm Hy-Vee  
Dr. Daniel Holmberg, New Ulm Medical Center  
Jennifer Maurer, New Ulm Medical Center  
Karen Moritz, Brown County Public Health  
Dave Schnobrich, City of New Ulm  
Audra Shaneman, New Ulm Chamber of Commerce

Carsa Spaude, Parker Hannifin  
Virginia Suker Moldan, Turner Hall

**Staff representatives from The Heart of New Ulm Project:**  
Shawn Hildebrandt, New Ulm Medical Center  
Rebecca Lindberg, Minneapolis Heart Institute Foundation  
Cindy Winters, Minneapolis Heart Institute Foundation



Hearts Beat Back: The Heart of New Ulm Project is a collaborative partnership of Allina Health, the Minneapolis Heart Institute Foundation and the community of New Ulm.

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