

Heart of New Ulm

Improving healthy behaviors in
bratwurst country

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The Problem

- **Heart Disease** – leading cause of mortality and morbidity in the US
- A large percentage of CV risk is due to **modifiable/behavioral risk factors**
- Modifying these risk factors is **difficult** (impossible?) without attacking the broader social and cultural context

The Problem, cont'd



The Initiative

- The **Heart of New Ulm Project**
- 10-year research program designed to reduce/eliminate heart attacks

The Initiative

- The **Heart of New Ulm Project**
- Minneapolis Heart Institute Foundation
- New Ulm Medical Center – AllinaHealth
- Government, schools, businesses, and citizens of New Ulm

Implementation - Data

- Community health screenings – lipids, blood pressure, glucose, BMI
- Rigorous data collection through EMR

Implementation - Engagement

- Policy, Systems, and Environment (“Health Infrastructure”)
- Marketing/Engagement
- Action Teams

Outcomes - Engagement

- 90% brand awareness in New Ulm
- 40 of 100 largest employers have worksite wellness, up from 5 in 2009
- Actions Teams
 - 11 teams
 - 35 organizations represented
 - 80 community volunteers

Outcomes - Behavior

- Diet: 5 or more fruits and vegetables/day
 - 33% vs. 19% in 2009
- Exercise: 150 minutes a week, moderate
 - 77% vs. 67% in 2009

Outcomes – Risk Factors

New Ulm vs. MN Comparison Community, 2009 – 2015 change

Measure	New Ulm	Comparison	p
BP <140/90 mm Hg	+6.2 %	+2.0%	<0.001
LDL <130 mg/dL	-1.9%	-6.1%	<0.001
Total Cholesterol <200 mg/dL	-1.1%	-8.0%	<0.001
Triglycerides <150 mg/dL	+4.9%	+1.4%	0.009

Sidebottom, et al., Preventive Medicine, Volume 112, July 2018

Tips

- Strong partnerships
- Multisector - healthcare providers, government, schools, private sector
- Community input and ownership
- Rigorous data collection
- Vision

The Future

- Transition to a community-led program
 - Healthy lifestyles across the lifespan
 - Mental health
 - Addiction and risky use of substances
- Leadership team
- Action teams
- Funding

Thanks!

