



2009 Year in Review

The Heart of New Ulm Project is a 10-year initiative designed to reduce, and eventually eliminate, heart attacks in New Ulm. As we look back on the first year of the project, we'd like to share a brief review of the risk factors for heart attack we've found in the community, some of the successes we've enjoyed and our plans for 2010.

The Heart Health of New Ulm: Heart Attack Facts

The long-term goal of the Heart of New Ulm project is to reduce the number of heart attacks in the 56073 zip code.

What we know:

- Heart disease is the second leading cause of death in Minnesota (a close second only to cancer). Brown County ranks near the middle of all Minnesota counties in terms of heart disease deaths.
- Each year, in the 56073 zip code, between 24 and 46 people ages 40 to 79 will have a heart attack. Between three and nine of these people will die from their heart attack.

The Heart Health of New Ulm: Risk Factors for Heart Attack

The short-term goals of the Heart of New Ulm project are to improve the risk factors that cause heart attacks. These risk factors include high LDL cholesterol, high blood pressure, uncontrolled glucose, overweight/obesity and smoking.



What we've learned:

- Risk factors for heart attack affect many people. Some risk factors, such as overweight/obesity, are particularly high in New Ulm.
- In New Ulm, 36% of adults have metabolic syndrome. Metabolic syndrome is when a person has at least three of the following risk factors: abdominal obesity, high blood pressure, low HDL cholesterol, high triglycerides or high blood glucose. A person can develop any of the risk factors for heart attack by itself, but some tend to occur together.
- Of those who are at the highest risk for a heart attack, 33% don't use any sort of preventive medical therapy, such as daily aspirin or anti-cholesterol medication.

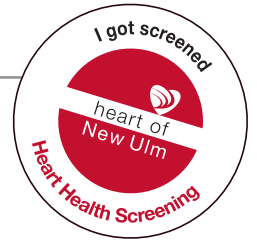
Heart disease risk factors			
Risk factor	New Ulm ¹	Minnesota ²	United States ²
High LDL cholesterol (≥130 mg/dL)	34%	NA	32%
High blood pressure (≥140/90 mm/Hg)	25%	22%	29%
Uncontrolled glucose (≥100 mg/dL)	28%	NA	26%
Overweight/obese (body mass index ≥25 kg/m ²)	73%	64%	66%
Smoker	11%	17%	20%

1. Data for New Ulm is based on the nearly 5,000 people screened during the 2009 community heart health screenings (completed as of November 4, 2009).
 2. Data for Minnesota and the United States is based on the most recent published state and national health statistics.

FACT: As of November 4, 2009, nearly 5,000 adults in New Ulm have participated in a heart health screening for the Heart of New Ulm project.

2009 Project Successes

In 2009, the partnership between Allina Hospitals & Clinics, the Minneapolis Heart Institute Foundation, New Ulm Medical Center and New Ulm community leaders and residents flourished. New Ulm community leaders, residents and service providers developed a strong sense of ownership in the project, helping us achieve many successes.



What we've accomplished:

- Established and maintained ongoing relationships between project planners and key advisory groups
- Created processes for the heart health screening program and linking screening results to patients' electronic medical records
- Screened nearly 5,000 New Ulm adult residents
- Enrolled more than 3,175 participants in the *Move to Improve* Community Challenge to help people be more physically active
- Provided screenings and/or health education programs to 62 worksites and civic organizations and reached more than 800 people in at least one heart health education seminar

Plans for 2010 / Year Two

Based on New Ulm's unique health profile as well as input from community leaders, we've developed a solid program for the Heart of New Ulm's second year. By prioritizing and setting our resources in motion, we will achieve success in helping people make positive, heart-healthy lifestyle changes.

What we plan to focus on:

- Our screening results show that the most important *lifestyle issues* are helping people manage their weight and increase the amount of fruits and vegetables they eat. Working together as a community, we can help create an environment that promotes these lifestyle changes and helps everyone succeed in their efforts.
- The most important *medical issues* are helping people decrease their LDL ("bad") cholesterol, decrease the high rate of metabolic syndrome, and where appropriate, increase their use of preventive medical therapies such as aspirin and cholesterol medication.

Some of the specific programs planned for 2010 include:

- **Community Challenge Program** — The newest Community Challenge will help people find ways to eat more fruits and vegetables, increase their physical activity and manage their weight. The program will be open to all members of the community and offer tools for tracking healthy behaviors, incentives for participation and professional coaching.
- **High-Risk Follow-up Program** — Open to community residents who are at high risk for having a heart attack, this program will help people take their medications as prescribed, track key heart health indicators (e.g., blood pressure and cholesterol), and make healthy lifestyle changes. The program will offer educational materials, tracking tools and professional coaching.
- Other initiatives for 2010 will include advanced heart disease risk assessments, wellness planning at area worksites, mentoring community leaders, improving food service environments (e.g., restaurants and cafeterias), and enhancing the use of Allina's electronic medical record technology for clinical providers.

**MY HEART
IS IN NEW ULM**

Thank you ...

to the entire New Ulm community for your hard work, enthusiasm and exceptional dedication to ensuring the success of the Heart of New Ulm project.