And the beat goes on: sustaining the Heart of New Ulm Project
Today’s Objectives

- Understand why key stakeholders are involved in creating the sustainability model for the Heart of New Ulm Project
- Understand how to align values with key stakeholder organizations/groups
- Identify the steps taken to create the sustainability model for the project
HONU is a 10-year demonstration project designed to apply and widely disseminate established, evidence-informed health improvement practices, based on the community’s own level of risk and customized to their preferences.
So How Do We Do It?

• Minneapolis Heart Institute Foundation is fiscal agent
• Staff research promising practices; evidence based and evidence informed practices
• Brought ideas to the steering committee
Areas of Focus

The project has included community education, medical interventions, environmental and policy changes, concurrent in the following spheres of influence:

- Healthcare
- Community
- Worksite
Comparison of HONU changes to NHANES

<table>
<thead>
<tr>
<th></th>
<th>NHANES 2009-10</th>
<th>NHANES 2011-12</th>
<th>NHANES Change</th>
<th>HONU 2008-09</th>
<th>HONU 2012-13</th>
<th>HONU Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systolic BP (mean, mmHg)</td>
<td>122.8</td>
<td>124.2</td>
<td>+1.4</td>
<td>125.9</td>
<td>123.8</td>
<td>-2.1</td>
</tr>
<tr>
<td>BP at goal (&lt;140/90 mmHg)</td>
<td>83.1%</td>
<td>82.5%</td>
<td>-0.6</td>
<td>79.3%</td>
<td>86.4%</td>
<td>+7.1</td>
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<tr>
<td>BP medication</td>
<td>35.2%</td>
<td>36.8%</td>
<td>+1.6</td>
<td>41.8%</td>
<td>44.0%</td>
<td>+2.2</td>
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<tr>
<td>LDL at goal (&lt;130 mg/dL)</td>
<td>64.3%</td>
<td>63.7%</td>
<td>-0.6</td>
<td>68.9%</td>
<td>71.1%</td>
<td>+2.2</td>
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<tr>
<td>Cholesterol at goal (&lt;200 mg/dL)</td>
<td>47.5%</td>
<td>46.9%</td>
<td>-0.6</td>
<td>59.2%</td>
<td>64.1%</td>
<td>+4.9</td>
</tr>
<tr>
<td>Glucose at Goal (&lt;100 mg/dL)</td>
<td>45.7%</td>
<td>44.2%</td>
<td>-1.5</td>
<td>46.9</td>
<td>48.2</td>
<td>+1.3</td>
</tr>
<tr>
<td>Not Obese (BMI &lt;30)</td>
<td>62.5%</td>
<td>62.3%</td>
<td>-0.2</td>
<td>56.0%</td>
<td>55.1%</td>
<td>-0.9</td>
</tr>
</tbody>
</table>

NHANES data selected for participants age 40-79, white non-Hispanic to provide a comparison group similar to New Ulm resident demographics, sample weights applied for analysis.
2-year Changes in behavioral risks in screening cohort age 40-79 (n = 1,455)

Steering Committee

- 36 members
- 22 different organizations
- 3 community representatives
- 16 organizations - 1 representative
- 7 organizations with 1 or more representatives
Committee Structure

- Met quarterly for 1.5 hours
- No formal structure or policies in place
- Used as a sounding board or advisory committee
Need for Change

- Needed structure and policies in place
- Wanted to get more residents involved
- Needed community ownership
Leadership Team

“A sense of ownership, new partnership opportunities without HONU being the middle man.”

Audra Shaneman, Executive Director of the Chamber of Commerce
HONU Collective Impact

Vision: Support a culture of wellness
Building the Foundation
Visioning Process

Supporting a culture of wellness
National Leadership Academy for the Public’s Health
Action Teams
Action Teams

• Coalition for Active, Safe and Healthy Streets
  – Safe Routes to School
  – New Ulm Bike Group

• Worksite Wellness Networking

• Understanding health equity

• Communications Planning
Benefits to Coalition and Action Teams

- Increased understanding of the community
- Increasing community capacity building
- Increased opportunities to engage with MHIF staff
- Better ideas generated
- Improved insight
Benefits to Coalition and Action Teams Continued

- Makes the work less daunting
- Expands community engagement
- Opportunities for more partnerships
- Community ownership and pride
- Opportunities for new learnings
Benefits to Coalition and Action Teams Continued

- You know someone/organization has your back
- Less duplication of services
- Leveraging limited resources
Challenges

• Transitioning is difficult – both philosophically and programmatically
• Building trust
• Putting health on everyone’s agenda
• Learning to understand and speak our partners language
Challenges Continued

- Sharing data and making it understandable and interesting
- Cohesive vision
- Letting go
- Developing new community champions
- Funding
Funding

- Money gets in the way at times
- Cost sharing creates ownership
Lessons Learned

• Don’t ever do everything for free
• Be transparent with the finances
• Think about sustainability as you develop the project or coalition
• Need to build a strong foundation before jumping into initiatives
• Your coalition and models have to change with the changing needs of the community
Lessons Learned

• Share responsibility and learnings
• Send coalition members to conferences/trainings
• Visit other cities or communities to learn from them
• Don’t shy away from the hard questions
• Don’t surround yourself with like thinkers
• Make time to reflect and celebrate
“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

Margaret Mead
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