



# *The Hearts Beat Back: The Heart of New Ulm Project*

## **Community Health Improvement Best Practices & Lessons Learned**

*An introductory webinar on Thursday, October 31st at 11:30 a.m. CST*

Rebecca Lindberg and Cindy Winters will share the lessons learned and identified best practices from their ground work in New Ulm from 2009 to 2018.

### *The Heart of New Ulm Project:*

An award-winning, 10-year initiative designed to reduce heart attacks. The project, which began in 2009, was designed to reduce the number of heart attacks that occur in the New Ulm area over a 10-year period. To achieve this goal, multi-sector, multi-pronged approaches were deployed across the community to reduce health risks through physical activity, healthful eating, smoking cessation and maintaining a healthy weight. The project involved community education, medical interventions and environmental changes. Preliminary results are strong and the community is improving its health! Better yet, the project is being sustained as a community owned and driven initiative following completion of the research in 2018.

Preliminary evaluation results reveal that 88 percent of residents now have blood pressure within the recommended range, up from 79 percent, while 73 percent have LDL cholesterol within the recommended range, up from 69 percent. These improvements are greater than trends seen in the rest of the nation. In addition to significant improvements in biometric measurements, community members have made a host of healthful lifestyle changes, from eating more fruits and vegetables to becoming more physically active.

### *Speaker Bios:*



#### **Rebecca Lindberg, MPH, RD**

*Senior Director, Population Health, Education & Communications*, is an Executive leader with 25 years of experience providing strategic direction and operational leadership in health care, public and nonprofit organizations to improve health outcomes through research, education, and partnerships. Rebecca speaks frequently across the nation on rural health transformation, community engagement, and strategic health communications. Rebecca is driven by a vision that the power of health will be discovered by all.



#### **Cindy Winters, BA**

*Project Adviser, Population Health*

Cindy's early career experiences as a physical education teacher and therapeutic recreation specialist reinforced her view of the importance of incorporating physical activity into our daily lives. However, it also opened her eyes to the difficulty activity may pose for those with limited abilities. While working in the Bureau of Health Promotion at the Kansas Department of Health and Environment, Cindy began to follow her true passion – helping communities create environments that support healthy lifestyles. Cindy truly enjoys providing guidance to others so they may become leaders within their community.

***Register for the Webinar Now***



***Click here to view The Heart of New Ulm Documentary***