

HEART DISEASE AND STROKE PREVENTION PLAN CONNECTION

The Minnesota Heart Disease and Stroke Prevention Plan is a collaborative effort involving over 150 partners across Minnesota.

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GREETINGS

It seems that on any given Saturday, everyone in the neighborhood is outside working or enjoying warmer weather – biking, gardening, walking, and of course mowing. But are all these activities helping us to get enough physical activity to benefit our health? Data from the CDC suggests that more than 50% of American adults do not get enough physical activity to provide health benefits, and 25% of adults are not active at all in their leisure time. It seems that all of us can benefit from more regular physical activity in our routine.

The good news is that the recommendations for physical activity are more accessible than ever, and it is never to late to begin an active lifestyle. To meet the CDC recommendations for physical activity, choose one of the following:

- Adults should engage in **vigorous** physical activity 3 or more days per week for 20 or more minutes per occasion (such as jogging, aerobics, bicycling a hill, etc)

OR

- Adults should engage in **moderate** physical activities for at least 30 minutes on 5 or more days of the week (such as walking, gardening, housework, or home exercise)

Even those of us who are not active at all can start with 5 to 10 minute bouts of activity, and gradually work up to the recommended 30 minutes or more of activity most days of the week. Don't forget that household chores, such as manual yard work or carrying groceries count as physical activities, too.

If jogging or going to a gym definitely isn't for you, don't fret -- find something you like to do to get your physical activity. We are much more likely to make a habit of activities we enjoy, so experiment with physical activity that you find fun. Physical activity is important to the prevention of heart disease year round, so spare a few minutes every day to increase your activity level.

Regards,

Albert Tsai, Ph.D.

Minnesota Heart Disease and Stroke Prevention Program,
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Featured Article THIS MONTH: THE BENEFITS OF PHYSICAL ACTIVITY

Research has shown that physical activity has physiological and psychological benefits. Even people with a healthy body weight can enjoy health benefits of being physically active! Regular aerobic physical activity plays a role in both primary and secondary prevention of cardiovascular disease. Specifically, regular physical activity substantially reduces the risk of dying of coronary heart disease, decreases the risk for stroke, colon cancer, diabetes, and high blood pressure.

From this impressive list, you can see that physical activity has benefits for everyone:

- **Everyone under stress, including persons experiencing anxiety or depression**

Regular physical activity improves one's mood, helps relieve depression, and increases feelings of well-being.

- **People with hypertension**

Regular physical activity helps lower blood pressure.

- **Older adults**

Evidence indicates that muscle-strengthening exercises can reduce the risk of falling and fracturing bones and can improve the ability to live independently. No one is too old to enjoy the benefits of regular physical activity!

- **Parents and children**

Parents can help their children maintain a physically active lifestyle by providing encouragement and opportunities for physical activity. Plan outings for whole family to be active, and then parents serve as a positive role model for kids.

- **Teenagers**

Regular physical activity improves strength, builds lean muscle, and decreases body fat. Activity can build stronger bones to last a lifetime.

- **People trying to manage their weight**

Regular physical activity burns calories while preserving lean muscle mass, and is a key component of any weight-loss effort.

- **People with physical disabilities, including arthritis**

Regular physical activity can help people with chronic, disabling conditions improve their stamina and muscle strength, which help to increase the ability to perform the activities of daily life.



Source: <http://www.cdc.gov/nccdphp/dnpa/physical/importance/index.htm>

Spotlight BLUECROSS BLUESHIELD OF MINNESOTA - DO › CAMPAIGN

*Groove your body for 10 minutes 3 times a day.
Mow the lawn. Play hopscotch. Dance. Vacuum.*

This message is from the do › campaign, a new physical activity marketing campaign from BlueCross BlueShield of Minnesota. This and other messages are currently creating a buzz in Duluth, St. Cloud and the Twin Cities. The theme is to encourage people to be physically active, and have fun at the same time.

One of the barriers for many adults is confusion about what “counts” as physical activity. Messages from the do › campaign focus on achievable, accessible and straightforward activities. The goal is to encourage adults to see physical activity as an every day component, rather than something that requires a gym membership or special equipment. “If Minnesotans see the world is their gymnasium, they can easily find fun activities and get moving,” according to Amy Lyons Sayers, Project Manager for Health & Tobacco Cessation. She describes the campaign goals to increase awareness of physical activity, and eventually increase physical activity in the adult population in Minnesota. They hope this message will resonate with the 25% of adults who are sedentary.

Blue Cross Blue Shield of Minnesota has encouraged community groups and workplaces to take the do › campaign messages and run with them. For example, community groups have been deputized to work as a “do › crew,” and provide small incentives (a bottle of water or a packet of seeds) to random community members caught being active. For worksites, there is a free employer kit that includes sample campaigns on how to bring the do › message into worksites, from large to small. The do › campaign will expand to Mankato in the fall, and more locations around the state in 2006.

To learn more, visit www.do-groove.com, or email Amy Lyons Sayers at amy_lyons@bluecrossmn.com



Have an idea for a spotlight feature?
Please let us know!
Contact us at (651) 281-9896.

Announcements

We want to welcome three new staff members to the Minnesota Heart Disease and Stroke Prevention Program at the Minnesota Department of Health.

Jenny Patrin has been on the program staff since the beginning of March. She is an Office Administrative Specialist. Her previous work experience was at the Secretary of State's Office, handling multiple customer inquiries. Jenny is coordinating workshop registrations, material distribution and program inquiries at the Center for Health Promotion.

Betty Woods, RN, comes to us after retiring from Blue Cross Blue Shield of Minnesota. On contract with MDH, Betty is our Health Systems Improvement Specialist, and brings expertise and experience in quality improvement for health clinics in Minnesota. She will be providing technical assistance to the federally-qualified health centers (community clinics) in our state.

Stanton (Stan) Shanedling, Ph.D., MPH, is the new Supervisor for the Minnesota Heart Disease and Stroke Prevention Unit. Stan has over 25 years of experience in health care with expertise in strategic planning, operations planning, implementation and process improvement. Most recently he served in the capacity of contractor for UnitedHealth Group-Europe and before that as a Senior Director, Strategic Operations at UnitedHealth Group, Ingenix. In addition, he is an Assistant Professor at the University of Minnesota, School of Public Health and teaches graduate level courses and seminars on prevention and health promotion planning. He can be reached at 651/281-9996, email: Stanton.Shanedling@health.state.mn.us

For more information about the Minnesota Heart Disease and Stroke Prevention Program, please call (651) 281-9784 or visit our website at www.health.state.mn.us/cvh.

Upcoming Events:

CHURCH OLYMPICS & FAMILY DAY

Saturday, June 25, 2005
North High School Field
1500 James Ave. N, Minneapolis
9:00 am – 4:00 pm

3 ON 3 BASKETBALL

Senior Power Walk
Egg & Spoon race
Three-legged race
50, 100 & 200 yard dash
Pastors race
Church relay (child, youth, adult and senior)
Test Your Balance
Ball toss

And much, much more! Sponsored by Stairstep Foundation. For more info call Helen Jackson at (612) 521-3110.

SAVE THE DATE: TWIN CITIES STROKE SURVIVOR CONFERENCE

For over 25 years, stroke survivors, professionals, and care partners have been coming together to produce the Twin Cities Stroke Survivor Conference. This year's conference "*Discover What it Means to THRIVE*" will be held on November 5, from 9am-3pm at the Minnesota Department of Health, Snelling Office Park location. The goal of the conference is to address the stroke community's need for current, reliable and easily understood information about stroke and stroke recovery. Information is provided through speakers, exhibits and other modalities to help stroke survivors and their care partners access health care and community resources to maintain and improve physical health, mental health and quality of life after stroke.

For more information, contact Katherine Olson, American Heart Association, at 952-278-3613.

If you would like to make an announcement, please email albert.tsai@health.state.mn.us or call (651) 281-9896.

BLUE CROSS FOUNDATION OFFERS APPLICANT WORKSHOPS IN JUNE

The Blue Cross and Blue Shield of Minnesota Foundation will offer two opportunities to learn about its new immigrant health grants program, Healthy Together: Creating Community with New Americans.

June 28, 2005
Best Western Hotel
1111 Range Street, North Mankato.
Registration: 1:00 –1:30 p.m.
Program: 1:30 – 4:00 p.m.

June 30, 2005
Minnesota Humanities Commission
987 East Ivy Avenue, St. Paul.
Registration: 8:30 –9:00 a.m.
Program: 9:00 – 11:30 a.m.

Either session will be very helpful to any Minnesota nonprofit or unit of government that is interested in applying for a Healthy Together grant. Email the foundation at foundation@bluecrossmn.com if you plan to attend. Please include your name and contact information and let us know which workshop you will attend.

Healthy Together supports projects that (1) promote the social adjustment of immigrants through increased access to mental health services, especially at the community level; (2) strengthen the organizational capacity of immigrant-led, multi-service nonprofits that serve new Americans including a focus on health-related issues; or (3) are in the planning phase of a process of facilitating exchanges between newcomers and the broader community, leading to healthier communities.

For more information, please visit www.bluecrossmn.com/foundation.

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