



Minnesota
Heart Health
Program

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August 2, 1982

Memorandum

To: Jerry Fruetel

From: Terry Pechacek *TP*

Subject: Chance Meeting With Herb Mocol on July 30, 1982

*TP - ✓ sent 8/17/82
Beautiful!
HB*

On my flight back from Washington, D.C. last Friday, I ran into your mayor, Herb Mocol. He had been in Washington to lobby regarding regional airports. After takeoff, I moved up and sat by him and we had a long and pleasant discussion.

Based upon his self-reports, he appears to be adopting a very heart-healthy life style. He enthusiastically noted that he and his wife are now taking regular evening walks. He was quite vocal in his defense of brisk walking as the best exercise. He was quite proud of the fact that he had chaired the Exercise Task Force.

He was also proud of the fact that he had "thrown away the salt shaker." As he noted, even though he doesn't have a blood pressure problem now, he knows that you have to get rid of the salt. He went on to emphasize how much his taste buds have changed. He stated how canned foods, especially canned soups, now taste just too salty. He said that now that he's getting used to living without all that salt he has to be more careful where he eats, otherwise food is just too salty to enjoy.

Fortunately, as is my standing rule, I ordered a low-cholesterol meal for my in-flight dinner. Herb was quite impressed by this and noted that he will have to start doing it too. This got us talking more about foods in general. He pushed away the butter pat on his tray and stated that he never eats butter anymore. He also engaged a businessman from Seattle who was sitting near us in a conversation about how bad the American diet is for us. He told him that we Americans eat just too much beef and that all that fat in beef will kill you. As fate would have it, the Seattle businessman has been on the Pritikin Diet for some time. They began discussing the importance of eating small quantities of red meat along with more vegetables and grains.

I encouraged Herb to get more involved in the upcoming Eating Pattern campaign. He noted that two of his councilpersons, Mary Lofy and Nadine Sugden, are co-chairs of the Eating Patterns Task Force. I noted that I was aware of that but said that I'm sure he could help out as well. He said that he thought both Mary and Nadine were good people. However, he noted that sometimes they may be unrealistic in what they want to accomplish and that on the city council he has to occasionally guide them in the ways to be more realistic.

In summary, I had the chance to watch Herb Mocol in action. He talked to people up and down the airplane and knew a number of people including Martin Sabo (a Twin Cities congressman) and the assistant manager of the Twin Cities airport on a first name basis. The most important thing from our program's point of view is the fact that he readily initiated conversations regarding the importance of MHHP and the fact that he is adopting all the recommendations. He feels very positively about the program and likes what the program is bringing to Mankato. He particularly noted that he is very impressed by the fact that an eminent and world-famous physician like Dr. Blackburn is devoting himself to improving the lives of people from Mankato. He told me about a conversation he had with Russ Luepker where he noted his admiration that Russ is making three to four times less money as a researcher than he could be making as a clinician. He also felt that Dr. Blackburn is making a great financial sacrifice as well. Clearly, we have a champion for the program in your Mankato mayor. I would hope that he could be played up in some fashion, for example, a feature article in the Free Press regarding the fact that he is now such a good role model for adopting the MHHP guidelines. Since it appears that he is going to be unopposed in his reelection bid, we may be able to get such a feature piece without running into the problem of favoritism. I definitely think we should give him regular praise for the changes he is making.

cc: ✓ H. Blackburn
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/PF