

Comes - French



UNIVERSITY OF MINNESOTA  
TWIN CITIES

Laboratory of Physiological Hygiene  
School of Public Health  
Stadium Gate 27  
611 Beacon Street S.E.  
Minneapolis, Minnesota 55455

November 20, 1981

Lyle A. French, M.D., Ph.D.  
Vice President of Health Sciences  
432 Morrill Hall  
University of Minnesota  
Minneapolis, MN 55455

Dear Lyle:

This is just a note to bring you up to date on the activities of the Minnesota Heart Health Program. After a year of surveys, community analyses and program development we opened the health education campaign in Mankato in October, 1981 with a series of workshops for community leaders and their spouses, for community physicians and their spouses, a several-page tabloid insert into the Mankato Free Press, and a TV program. In addition, the Health Education Center opened and is seeing thirty to fifty Mankato citizens a day and being accepted with great enthusiasm. The uniqueness of this center is that it combines straightforward measurements of risk characteristics with an educational message at each station, a wrap-up at the close, and referral to community physicians and other resources appropriate to the risk profile. Children and youth receive an educational experience in a special facility prepared for them when they come in with their families. The Community Advisory Board membership is listed on the attached and is taking hold very well, organizing itself into working groups to deal with separate community health issues of smoking, eating, and physical activity patterns in the community, along with hypertension. A single adult orientation class is offered as part of our contribution to enhanced prevention facilities in the community, but we are counting on the long-term organizational skills of these remarkable community leaders.

We think in another very few months we'll have worked out all the bugs, and we'll have something useful to move on to the next communities. We'll also begin to have some results and numbers to talk about what is effective and what is less so.

Things are moving well in the second tier of communities chosen for education; that is, Moorehead and Fargo, and we have had a good visit with Regent Dosland to help us line up leaders for a series of personal visits to begin Thanksgiving week. We have already received full endorsement of both

medical societies and the active participation of several physicians in both communities. The timetable is to develop the local Moorehead-Fargo staff and program in the spring of '82 with the education campaign to start in the fall.

We have found that too-early alerting of the community of our interest in cooperating with them produces impatience from expectations which can't be met due to design and complexities of program development. Thus, we have not yet chosen the Twin Cities suburb (between Roseville and the Bloomington areas) as to which will be the "educated" community. We plan to do that in the middle of 1982.

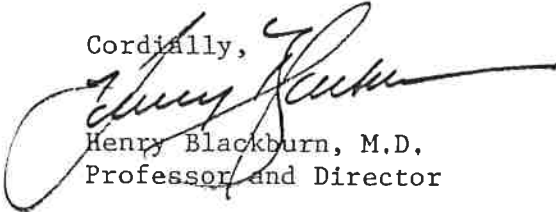
Administratively we are strong and we are working together well, both here on campus and in the communities. The surveys in the comparison communities-- that is, Winona and Sioux Falls, South Dakota are moving along well with excellent local response and support.

The collaboration across schools on campus continues to be effective among faculty. Involvement of students is increasing with two Ph.D. candidates and several Masters level candidates carrying out their investigations within the program. We are still keeping a relatively low community profile as we don't think it is necessary to the local efforts, but we want to keep you informed. I expect that by next fall's scientific meetings around the country there will be a substantial amount of reporting activity underway. We feel that we still have good support of the staff within the program of NHLBI, though, of course, that situation is unclear since a new director has not yet been appointed.

We look forward very much to moving into the new stadium quarters and are excited to see the activity going on down along the stadium. We continue to be grateful for the constructive support of your staff in getting us underway.

I am enclosing a very brief copy of the annual report sent in earlier this year for your records.

Cordially,

  
Henry Blackburn, M.D.  
Professor and Director

HB/pm

Enclosure -- (MHHP Summary Report  
Mankato Community Advisory Board list  
The Mankato Free Press Tabloid

sent  
11-24-81  
UB

*Corres - French*



UNIVERSITY OF MINNESOTA  
TWIN CITIES

Office of the Vice President for Health Sciences Affairs  
432 Morrill Hall  
Minneapolis, Minnesota 55455

December 4, 1981

Dr. Henry Blackburn, Professor and Director  
Laboratory of Physiological Hygiene  
School of Public Health  
Stadium Gate 27  
611 Beacon Street S.E.  
Minneapolis, Minnesota 55455

*pc MNDK Exec. Bd.  
V. Stone  
12-11-81  
WB*

Dear Henry:

Thank you for the note of November 20, 1981 concerning the Minnesota Heart Health Program. It seems to me that you have done very, very well and things have gone precisely as you had wanted. This of course pleases us very much. I am sure you will continue the good work. We would appreciate being kept informed of how things are going.

With best regards.

Sincerely,

Lyle A. French, M.D.  
Vice President

LAF/ct