



UNIVERSITY OF MINNESOTA
TWIN CITIES

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October 13, 1986

Mr. Gordon Lindquist
President and CEO
Mutual Service Insurance
Corporate Services
2 Pine Tree Drive
Arden Hills, MN 55112

Dear Mr. Lindquist:

This is the annual update for 1985-86 on the MSI Preventive Cardiology Award. This important award continues to support an active program in Minnesota for the prevention of heart attacks and strokes and the promotion of the public's health.

The Minnesota Heart Health Program (MHHP) flourishes in Mankato and Fargo/Moorhead and is at its most intensive phase of education in Bloomington. You may be aware that MSI, through the interventions of Art Breitbarth, is one of the major sponsors of a quit smoking contest in Bloomington this year.

The MHHP is in good shape in all these communities in organization of community institutions and leaders, in mass communications and in direct education programs among school children and adults. In the remaining years of the program, we plan to emphasize senior citizen health education, youth-parent programs and the active organization of the community for maintenance and incorporation of health promotion activities into the network of the community. This will include local service organizations, community hospitals, schools, groceries, restaurants and health departments. One of the major hypotheses we are testing is that communities so involved will adopt health promotion activities over the long run.

Programs in Fargo/Moorhead and Mankato are in the "incorporation" stage and we are pleased to have the involvement of James Melchoir, MSI agent in the Fargo/Moorhead Heart Health Program.

The MSI Preventive Cardiology Award this year has primarily supported the work of two young post-doctoral fellows, one, Greg Silvis, M.D., recently Chief Medical Resident at Hennepin County, now actively involved in health promotion in the community, and one John Slater, a Ph.D. in physiology, who is Director of the Heart Health Screening and Education Center in Bloomington, now actively serving the public there. Results of their research/demonstration work in heart health in these communities will be available to report next year.

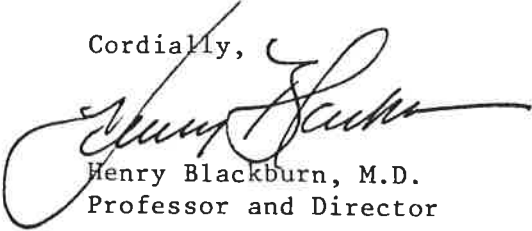
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We hope that MSI can take particular pride and satisfaction in this important work in Minnesota communities, directly related to the MSI support which we have found so valuable and effective. The MSI continues to be particularly valuable because of its flexibility to supplement less flexible government and state funding.

We continue to be available to report verbally to MSI, its officers and/or its annual meeting on the contribution of MSI to health promotion and disease prevention in the state of Minnesota. We welcome your ideas as to how this important contribution can be made more visible and meaningful to the company.

An additional activity this year under this program has been the development of a four part health promotion series which will be aired on Bloomington cable TV in October in a particularly attractive TV magazine format.

Cordially,

A handwritten signature in cursive script, appearing to read "Henry Blackburn", written in black ink. The signature is fluid and extends across the width of the text block.

Henry Blackburn, M.D.
Professor and Director

HB/br