



American Heart Association | American Stroke Association
Learn and Live.

Health & Human Services Committee Meeting

March 23, 2010

Chairman Weisz and members of the Health & Human Services Committee, for the record, I am Joan Enderle, Director of Go Red For Women in North Dakota for the American Heart Association. Thank you for the opportunity to share with you the objectives, reach and results of Go Red ND Initiative, a partnership between the Dakota Medical Foundation and American Heart Association to improve the cardiovascular health of women and their families in North Dakota.

Dakota Medical Foundation committed \$1.25 million dollars in 2006 to fund this women's heart health initiative. I have attached is a quick fact sheet with additional information about Dakota Medical Foundation for your reference.

A look at heart health in North Dakota

- Heart disease is the #1 killer of women in North Dakota affecting more than 1 out of 3 women.
- Heart disease and stroke accounted for 39.1% of all female deaths in ND in 2004
- Heart disease and stroke killed more females in North Dakota than the next four leading causes of death combined.

The good news is that heart disease is largely preventable. Research has shown that 80% of heart disease in women is preventable with lifestyle changes. We know that women are the primary health and lifestyle decision makers for the family. When the female makes a positive lifestyle change the entire family benefits.

A Look at the Focus of Go Red ND

To save lives and improve the cardiovascular health of women and their families the Go Red ND Initiative focused on five areas.

- Address women's cardiovascular health issues at a state-wide level.
- Educate healthcare providers on cardiovascular disease and related women specific issues.
- Implement targeted interventions in Fargo, Bismarck and Jamestown.
- Reach disparate populations.
- Evaluate the program's impact through specific outcome measures.

A Look at the Impact and Results

The first step in the lifestyle change process is awareness. A national survey conducted by the American Heart Association in 2000 showed that only 34 percent of women knew that heart disease was the leading cause of death of women in the United States and only 8 percent felt that heart disease was their greatest health threat. In the latest North Dakota statewide awareness survey 88.8 % of women identified heart disease as the leading cause of death for women in North Dakota. This compares to 57% nationally.

Engagement/education is the second step in the lifestyle change process. The Go Red ND Initiative has reached women across the state, engaging them in the movement and providing heart health education through community events, media, online tools, worksite programs, speakers to community groups and conferences, and women's expos.

- 13,000+ women have joined the American Heart Association's Go Red Movement receiving heart health information. One time mailing plus monthly e-mail newsletters with resources.
- Nearly 11,000 have completed the online Heart Check-up to assess their risk of cardiovascular disease
- Sixty-nine funded community Go Red events and lifestyle change programs reached 11,300 women (2007-2009).
- 366 companies/organizations participated in Wear Red Day on February 6, 2009
- 25 million media impressions in North Dakota for fiscal year 2009 for Go Red for Women
- 98 worksite wellness program kits utilized (2007-2009) providing education and lifestyle change programs
- Women's Cardiovascular Disease prevention and treatment guidelines and related topic presentations at 18 medical and healthcare provider conferences in North Dakota reaching over 1,400 health professionals (2006-2009)

Positive lifestyle change is goal of Go Red ND and is the third step in the process following awareness and education/engagement. To assess the impact of the initiative a survey was conducted in the fall of 2009 by Flint Communications of a sampling of women who had joined the Go Red Movement. The results of the survey indicated that 92 percent of women who joined Go Red made at least 1 lifestyle change to reduce their risk, 64 percent increased their exercise, 60 percent made heart healthy dietary changes, and 40 percent lost weight. The survey results showed that women are improving their lifestyle choices but are moving toward not meeting the American Heart Association goals of excellent heart health.

Based on these outstanding results, we seeking how to continue this program beyond the demonstration's end in September. For women, educating about their risk of heart disease, encouraging them to know their numbers, and undertaking life style changes appears to work through special "cause" engagement and supporting community interventions. A men specific focused "cause" initiative approach for a pilot project based on interests of men may save lives and demonstrate similar improvements in cardiovascular risk factors. An exploratory meeting has been held with the ND Game and Fish Department.

Another area of promising outreach is working with the Pathways program in the Dickinson area. A combination of federal HRSA funding, and an AHA bequest from the county has enabled the development of a project to start a sister program of heart screenings in conjunction with the highly successful Woman's Way program. This pilot project increases access to "knowing your numbers" and lifestyle change intervention for women who do not have coverage for heart health screenings.

I'm happy to answer any questions you may have.

QUICK FACTS 2010

Purpose:	Measurably improving health and access to healthcare services by strategically funding and managing highly effective programs designed to produce identified results.		
Impact Strategies:	<ul style="list-style-type: none"> • Selecting specific health issues to measurably address • Developing evidence-based solutions • Engaging all available partners and resources • Building capacity of DMF and our partners to solve problems • Sharing actionable knowledge 		
Special Emphasis:	Children's Health Issues		
Core Values:	<ul style="list-style-type: none"> • Integrity • Entrepreneurial Spirit • Innovation • Continuous Learning • Collaboration and Strategic Alliances • Maximizing Effective Use of Technology 		
Service Area:	Generally, the geographic area representing the patients served by the former Dakota Hospital. North Dakota counties include: Barnes, Benson, Cass, Dickey, Eddy, Foster, Grand Forks, Griggs, Kidder, LaMoure, Logan, McIntosh, Nelson, Ramsey, Ransom, Richland, Sargent, Steele, Stutsman, Traill, Walsh, and Wells. Minnesota counties include: Becker, Clay, Clearwater, Hubbard, Mahanomen, Norman, Ottertail, Pennington, Polk, Red Lake, Wadena, and Wilkin.		
Endowment Size:	Approximately \$90 million		
Began Grantmaking:	1996		
Annual Grants and Initiatives:	\$3 - \$4 million per year		
Grants Made Per Year:	Approximately 240		
Amount Granted Since Inception:	About 1,569 grants to 338 organizations totaling \$37.3 million (since 1996)		
Board of Directors:	David Clutter, MD Bruce Domm, MD Jay Eisenbeis Joel Haugen, MD, Chair Walter Johnson, MD Chris Kennelly, JD Larry Leitner Debra Magnuson, BSN, RN	Susan Mathison, MD Fadel Nammour, MD Curtis Noyes, Treasurer Jane Skalsky, RN J. Patrick Traynor, JD, DMF President Richard Vetter, MD, Vice Chair Jon Wanzek, Secretary Michael Warner	
Community Membership:	179 medical and lay members		
Staff:	President - J. Patrick Traynor, JD Director of Finance - David Gibb Director of Development - Jennifer Thompson, JD Grants Director - Deb Watne Lend A Hand Initiative Director - Jeana Peinovich Healthy People Initiative Director - Rory Bell Healthy Steps Outreach Manager - Jessica Lee Accountant - Monique Andresen Executive Assistant - Cindy Eggi Grants Assistant - Kim Palm		
Donor Opportunities:	<ul style="list-style-type: none"> • Charitable Contributions • Field of Interest Funds • Supporting Organizations 	<ul style="list-style-type: none"> • Donor Advised Funds • Charitable Lead Trusts • Charitable Remainder Trusts 	<ul style="list-style-type: none"> • Gift Annuities • Scholarship Funds • IRA Rollover Gifts

STRATEGIC INITIATIVES

Access to Healthcare

- **Healthy Steps Outreach Initiative (Statewide ND):** DMF received a \$650,000 grant from the ND Dept. of Human Services to connect uninsured children and families to free/low-cost health coverage and support a back-to-school sign-up campaign.
- **Healthcare Workforce Initiative (Regional):** Focuses on ensuring an adequate supply of physicians, nurses and other medical personnel to serve our region over the long-term. Supports the Grand Forks Family Medicine Residency, Robert Wood Johnson (RWJ)/DMF Partners in Nursing (PIN) Initiative, placement of clinical simulation equipment, distance education, recruitment/retention programs, health scholarship programs and support for nursing education faculty.
- **Children's Mental Health Initiative (Cass County, ND, and Clay County, MN):** Targets children ages 0-8. A \$395,000 RWJ grant and a \$395,000 DMF match grant provide early mental health assessment through the Innovis Health Pediatrics pilot, referral services through FirstLink and Child Care Resource and Referral and free consultation services through initiative. Additional strategies include annual health fair, community education events and planning summit, as well as a resource guide and website.
- **Prescription Assistance Initiative (Fargo-Moorhead area, Valley City, ND):** Provides application assistance for low-income persons eligible for free or low-cost prescriptions from pharmaceutical companies. Over 4,300 low-income people have completed 22,000 applications for medications and accessed over \$7 million of prescription drugs.
- **Lend A Hand Initiative (Cass County, ND, and Clay County, MN):** Supports efforts to raise funds for individuals and families experiencing a medical crisis by offering a fundraising toolkit, web resources, matching funds and online donation opportunities. Since 2008, more than \$1.4 million has been raised to help nearly 60 area families.
- **Automated External Defibrillator (AED) Initiative (Regional):** 507 AEDs placed in police, fire and first responder vehicles and at select public locations to provide cardiac arrest victims with immediate access to emergency care. 1,500 individuals trained on equipment use and 22 lives saved to-date!

Chronic Disease Prevention

- **North Dakota Goes Red (Statewide ND):** \$1.25 million initiative to prevent heart disease by 1) educating women about their risk, 2) educating health professionals about heart disease in women and 3) implementing lifestyle interventions. Outcomes include: 20% reduction in heart disease/stroke in ND from 1999-2006; ND ranks #1 in nation for % of women registered for Go Red (12,000); nearly 11,000 ND women have completed the Go Red online heart check-up; 88.8% of ND women are aware that heart disease is their #1 killer vs. 67% nationally.
- **Worksite Wellness Initiative (Statewide ND):** DMF, BCBSND and Healthy ND are partnering to improve the health of employees by developing an effective, cost-efficient worksite wellness program to be implemented at worksites across ND.
- **Cass Clay Healthy People Initiative (Cass County, ND, and Clay County, MN):** Partnership of DMF and multiple community organizations to prevent chronic disease by increasing the number of people leading physically active and nutritionally sound lifestyles. Current strategies include improved school wellness policies (snacks, ala carte lunches, concessions and fundraising), healthy child care and community outreach to encourage more active living and healthier eating.

Organizational Effectiveness

- **Impact Institute Nonprofit Organizational Effectiveness Initiative (Regional):** Provides training and technical assistance to dramatically improve the efficiency and effectiveness of health-related nonprofits. Strategies include fundraising training, strategic planning consulting, executive leadership training, volunteer management training and nonprofit education for executive directors, staff and board members. Since 2005, 54 nonprofits developed strategic plans, 118 implemented new fundraising strategies and 30 executive directors participated in leadership training.
- **GiveBack Initiative (Regional):** GiveBack's website, www.impactgiveback.org, connects nonprofits with donors of time, talent and treasure and enables nonprofits to share their stories, accept online donations, engage volunteers, coordinate conference/event registrations and hold online auctions. 331 nonprofits are registered on the site, more than \$1.2 million has been donated online since 2007 and more than 50,500 volunteer hours were recorded. Giving Hearts Day, held on Feb. 12, 2009, raised over \$701,000 in online donations, benefiting 40 DMF nonprofit partners.
- **High Impact Philanthropy (HIP) (Regional):** HIP is designed to increase grantmaker and private donor effectiveness and outcomes by adopting a new approach to philanthropy: taking "ownership" of an issue, developing an effective collaborative strategy to address it and utilizing all available resources to ensure a more measurable impact.

Responsive Grants: DMF responds to community-initiated requests through this program.

Leverage Strategies:

- On-site grantwriters: \$12 million secured since 2002
- Match grant program: \$6 million secured since 2001
- DMF website (www.dakmed.org)
- Management/financial services for nonprofits
- Membership/staff matching gift program