

## POSTER ABSTRACTS

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### Health Promotion 38

#### **CardioVision 2020: A Comprehensive Cardiovascular Disease Prevention Program.**

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**Background:** We initiated CardioVision 2020 in 1999 as a community partnership to help Olmsted County, Minnesota become the healthiest county in the United States by the year 2020. We defined personal goals for smoking and environmental tobacco smoke exposure, nutrition, physical activity, blood pressure, and serum cholesterol levels, and we advocated environmental changes to help individuals achieve these goals. We now report program acceptance and progress toward the CardioVision 2020 goals after four years of intervention.

**Methods:** We interviewed independent samples of the Olmsted County, Minnesota population ages 20 and older in 1999, 2000, 2001, and 2003 and supplemented the interview data with a mailed dietary questionnaire. We extracted blood pressure and cholesterol data from the records of Olmsted County residents who were treated at Mayo Clinic Rochester and gave permission to have their medical records used in research.

**Results:** More than 90% of the population considers CardioVision 2020 to be a good, very good, or excellent idea. The program is associated with a 25% reduction in the number of people exposed to environmental tobacco smoke and small but significant increases in consumption of fruits, attempts to increase physical activity, and daily physical activity. The population meeting the serum cholesterol goal increased from 52.0% in 1999 to 57.5% in 2003, and the population meeting the blood pressure goal increased from 53.7% in 1999 to 59.9% in 2003. However, attempts to quit smoking and the amount of time spent in physical activity did not increase. The proportion of people trying to lower their cholesterol declined significantly.

**Conclusions:** In 4 years, we were able to achieve significant recognition for CardioVision 2020 as a positive attempt to improve the health of Olmsted County. During the 4 years that CardioVision 2020 and others have worked to prevent heart and other chronic diseases in Olmsted County, we observed several positive changes in personal behaviors and risk factor levels.