

## Overview

The Heart of New Ulm Project (HONU) aims to improve the health, well-being and quality of life of all New Ulm-area residents through education, available resources, initiatives and partnerships that empower people of all ages to take responsibility for their own health in a supportive environment.

## Impact Indicators

### Healthy lifestyles

**Improve healthy eating**

**Maintain blood pressure**

**Goal:** To support educational programs, activities and policies that help individuals increase access to physical activity and healthful foods, as well as support eating well and active living.

**Objectives:**

- Maintain and support the Worksite Wellness Action Team to provide quarterly networking and training opportunities.
- Maintain a team that addresses the safety for walking and biking by making improvements to the built environment in New Ulm.
- Maintain and support the Food Environment Action Team to continue improving access, availability and affordability of healthier food choices in a variety of different venues.

### Mental health

**Improve depression management**

**Goal:** To reduce the burden of mental health by reducing stigma, improving early identification, and offering resiliency programming focused on mental health conditions.

**Objectives:**

- Maintain and support the Mental Health and Wellness Action Team to provide educational opportunities that increase awareness and understanding related to mental health.
- Increase community knowledge around available mental health resources and how to access.

### Addiction and risky use of substances

**Reduce tobacco use**

**Reduce binge drinking**

**Goal:** To support educational programs, activities and policies that increase awareness of addiction and misuse of legal substances, and also address the use of illegal substances.

**Objectives:**

- Partner with SHIP, Park and Recreation Commission, Brown County Public Health, schools, American Lung Association and other interested partners to implement tobacco use prevention policies in Brown County.
- Create and maintain a Chemical Health Action Team in the county.
- Increase community knowledge around responsible drinking.

### Health equity

**Goal:** To increase awareness of health equity in New Ulm and work to impact the decision making process within government and organizations to decrease the impact of the inequities that occur in New Ulm.

- **Objective:** Work with local government commissions, councils and organizations to share and discuss health equity in New Ulm.