

Community Health Plan 2021-2022

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. The New Ulm and surrounding area's most significant and widespread health issues are:

1. Healthy lifestyles across the lifespan
2. Mental health
3. Addiction and risky use of substances
4. Health equity



1. Healthy lifestyles across the lifespan

Our goal is 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.

Population-level Impact Indicators: How we will know the status in the community	Baseline	Target	Source & results
Percentage of adults age 25-44 at healthy weight (EMR)	25.59%		EMR
Percentage of youth age 2-18 at healthy weight (EMR)	67.89%		EMR
Adults (20 & older) who have their blood pressure at goal (<140/90 mm/HG)	90.4%	Maintain baseline level	EMR
Children who walk and bike to school	Walk: 12% Bike: 4%	20% 10%	Classroom tallies

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Healthy lifestyles objectives

OBJECTIVE #1: Maintain and support the Worksite Wellness Action Team to provide quarterly networking and training opportunities.

- Provide quarterly workplace wellness trainings.
- Partner with Mental Health and Wellness Action Team to provide resiliency program to local worksites.
- Provide a Poker Walk in partnership with the Ameriprise Financial and the Chamber of Commerce.
- Provide Holiday Trimmings program to worksites and community members.
- Conduct 1 – 2 community scavenger hunts to promote walking and biking.

OBJECTIVE #2: Maintain a team that addresses the safety for walking and biking by making improvements to the built environment in New Ulm.

- Continue to prioritize and implement recommendations contained in the Walkable Livable Communities Report.
 - Work with the city to make Minnesota Street a two-way or pedestrian plaza.
 - Implement a parklet pilot program downtown.
 - Maintain or move up a level in Bicycle Friendly Community Designation.
- Continue to prioritize and implement the objectives contained in the Safe Routes to School Plan.
 - Incorporate a pedestrian crosswalk with signage on South Broadway.
 - Continue to look for community support and funding for a HAWK system on South Broadway.
 - Work with community and city to lower city-owned street speed limits.
 - Pilot a walking school bus program at one of the private schools.
 - Participate in Walk and Bike to School Day national events.
 - Expand adoption of the Walk Bike Fun curriculum.
- Work with the city to weave health throughout the newest edition of the city comprehensive plan.

OBJECTIVE #3: 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 throughout New Ulm.

- Work with local civic and religious organizations to improve nutritional offerings at their potlucks and events.
- Research and implement a Food RX program; program starting in 2021.
- Work with schools, city and county to adopt and implement healthy concession policies.
- Continue to expand the restaurant recognition program.
- Continue to promote and support the community garden and expand gardening communitywide.
- Continue social media messaging around healthy snacks, no screen time and eating more fruits and veggies through the Wellness the NU Way campaign.
- Work with the food shelf to offer self-selection by their clientele and redesign their food storage and display areas promote healthier options.
- Work with farmers market to create events during open times (i.e., power of produce).
- Promote benefits of local foods.

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2. Mental health

Our goal is to reduce the burden of mental health by reducing stigma, improving early identification, and offering resiliency programming focused on mental health conditions.

Population-level Impact Indicators: How we will know the status in the community	Baseline	Target	Source & results
Improve People Project baseline score by 10% (People Project survey)			
Number of providers in Brown County and average wait time for appointment			
Percentage of PHQ2s that trigger the need of a PHQ9 is decreased			

Mental health objectives

OBJECTIVE #1: Maintain and support the Mental Health and Wellness Action Team to provide educational opportunities that increase awareness and understanding related to mental health.

- Implement resiliency programming in New Ulm (i.e., People Project).
- Partner with Brown County Public Health to offer ACES training and create an implementation plan.
- Expand the Change to Chill program in the community.
- Offer QPR (Question, Persuade and Refer) trainings.
- Partner with CAST and local assisted living facilities to decrease social isolation.
- Partner with NAMI, NUMC Occupational Health, schools, ECFE, CAST, daycares, food shelf and others to offer educational programs aimed at improving mental health and reducing stigma, especially during awareness months of May and October.
- Partner with Chemical Health Action Team to provide information on the link between drinking, anxiety and depression.

OBJECTIVE #2: Increase community knowledge around available mental health resources and how to access.

- Identify and create a mental health resource landing page on HONU website for the county.

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3. Addiction and risky use of substances

Our goal is 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.

Population-level Impact Indicators: How we will know the status in the community	Baseline	Target	Source & results
By December 31, 2022, decrease the proportion of 9 th and 11 th grade students who reported vaping or using an e-cigarette in the last 30 days (MSS)	9 th grade – 20.19% 11 th grade – 29.3%	9 th grade – 17% 11 th grade – 25%	MSS
Percentage of binge drinking among adults aged 18 years and older	23.1%	20%	CDC Places
Percentage of adults who use tobacco daily in the New Ulm area	11.2%	10%	EMR

Addiction and substance use objectives

OBJECTIVE #1: 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.

- Work with the Park and Recreation Commission to craft a tobacco-free youth events policy in all city parks in New Ulm.
- Work with worksites to expand the number of worksites with tobacco-free grounds policies.
- Offer resources and educational information aimed at reducing the use of e-cigarettes among youth.

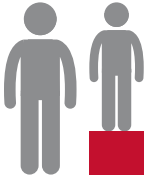
OBJECTIVE #2: Create and maintain a Chemical Health Action Team in the county.

- Determine strategies the action team will implement throughout the county.

OBJECTIVE #3: Increase community knowledge around responsible drinking.

- Research and implement responsible drinking campaign.

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4. Health equity

Our goal is 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.

Population-level Impact Indicators: How we will know the status in the community	Baseline	Target	Source & results
Embed health equity into all action teams			
Distribution of health equity fact sheet	0	5 groups	

Health equity objectives

OBJECTIVE #1: Work with local government commissions, councils and organizations to share and discuss health equity in New Ulm.

- Present the health equity fact sheet to various commissions, councils and organizations.
- Discuss the recommendations from the fact sheet in order to begin to address the inequities.
- Propose decision making strategies to interested and engaged partners/parties to reduce the impact of the health equities in the community.