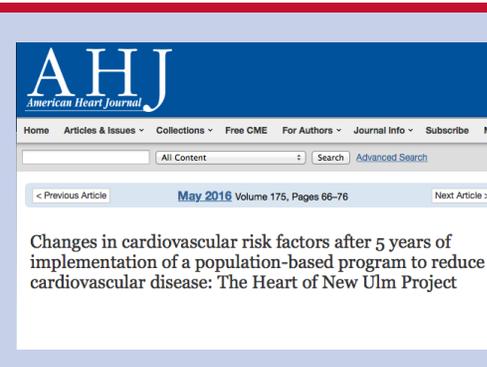


Launched in 2009, Hearts Beat Back: The Heart of New Ulm Project (HONU) is a collaborative community project designed to reduce the number of heart attacks in New Ulm by helping people who live or work in the community improve their modifiable risk factors.

Year Eight Report to the Community

By the numbers: Our 2016 highlights

New Ulm continued to make national headlines for its success



86

percent of adults in New Ulm had normal blood pressure, up from 79 percent in 2009, according to a major study published about the project's five-year outcomes in the [American Heart Journal](#) in May 2016

64

percent of adults in New Ulm had their total cholesterol in the recommended range of under 200, an increase from 59 percent in 2009, according to the same study; the percentage of people with their blood glucose under control also increased

38 million

media impressions were achieved as a result of public relations efforts to promote a new [20-minute documentary](#) on HONU produced by Health Catalyst, which gave people across the country an in-depth look at the importance of the project from a national health care perspective



Small improvements at the community level can have a large effect on heart disease development, so these five-year results are promising as the project continues its work to reduce heart attacks and risk factors in New Ulm

13

presentations by HONU staff at professional conferences and events across the country also helped share the project's amazing success story

It became easier, safer and more convenient to walk and bicycle in New Ulm



4

miles of shared bike lane markings (“sharrows”) were painted on New Ulm streets in 2016 to make it safer and easier for people to bicycle



22

nonprofit and business locations had new Heart of New Ulm bike racks installed



125+

people attended the first New Ulm Bike Expo in April 2016 for education and resources



1

new Complete Streets policy was adopted by the city council in October 2016 to ensure streets are planned and designed to be accessible and safe for all users, including people walking or biking; more than 30 other Minnesota communities have policies



13

wayfinding signs were installed along designated Safe Routes to School as part of a pilot to encourage kids to walk at least part of the way to school



150+

kids participated in one of two Walk to School Day events in 2016 featuring “walking school buses” to encourage kids to walk to school



2

new maps were created to show safe **walking** and **biking** routes as designated by the city in January 2016; maps were distributed electronically to schools, posted on HONU and city websites, and made available for free pickup at locales citywide



210

views on YouTube of a new HONU **Safe Driving video** helped remind people about the rules of the road that make it safer for everyone to bicycle, walk or drive



30

new bikes and a trailer were made available by Community Education for schools to use to help promote safe biking and healthy physical activity in support of HONU's mission

The Statewide Health Improvement Partnership for Brown, Le Sueur, Nicollet and Waseca counties provided funding for the maps, video and bike fleet

The entire community worked together to support and promote healthier lifestyles and choices



50%

of eating establishments in New Ulm partnered with HONU in 2016 to make it easier to eat well while eating out; 3 new establishments were added as **partners**, bringing the total to 18 that now offer items with fewer calories, smaller portion sizes, more fruits and vegetables and whole grains, and other healthy menu changes

85

worksite wellness leaders from 37 different local employers attended three quarterly networking and training events in 2016 that provided an opportunity to learn, share and find solutions to help successfully build a culture of wellness at their worksites; 4 organizations continue to collaborate to plan and host the events, based on needs identified by the worksites



Join Us for a Fun Neighborhood Gathering!

Get to know your neighbors and enjoy fun for all ages

Featuring free:

- Food
- Music
- Bounce house
- Crafts
- Spike ball



386

people participated in the annual eight-week *Holiday Trimmings* program in late 2016 to better manage their stress and their weight; 9 community organizations and businesses collaborated to plan and implement the program

4

neighborhood events were held over the summer of 2016 to address health equity issues by giving neighbors a chance to get acquainted, receive health information, and share unmet needs related to their health as well as any barriers to health and health care access; 5 local organizations planned and coordinated the events

2

community parks — Lincoln and Washington — received an installation of convenient, free-to-use outdoor fitness equipment in May 2016, adding to the equipment installed in 2014 in Harman Park



842

“Likes” on the HONU Facebook page helped spread healthy lifestyle messages and information about community and project happenings

