



YOU are The Heart of New Ulm!





# Who is The Heart of New Ulm? 😊 You are!

Over the last seven years, people in New Ulm have been working together to inspire and support each other and create a healthier New Ulm for all of us. That hard work has paid off — and in fact, New Ulm is making better health improvements than the rest of the country!

The success of Hearts Beat Back: The Heart of New Ulm Project (HONU) belongs to *everyone* in our community. While the HONU staff and the HONU Community Leadership Team help guide the project, the work is really about everything that **we all do in our community collectively** to make the healthy choice the easy choice where we live, work, learn and play.

What does that really mean? Quite simply, it means that **YOU** are the Heart of New Ulm! Read on to check out all the great things that **YOU** have been helping make happen for health in our community.



## New Ulm Community Garden

**YOU**

are the Heart of New Ulm because ...

You're making it easier for people to grow and eat more fruits and vegetables, and are working with other organizations to help people learn.

For example, during the Kids Connection summer program, children bike to the Community Garden and get some physical activity. Once there, they have the opportunity to learn about healthier eating habits, explore how to grow their own food, try new vegetables and herbs, and invite their families to their own farmers market.



## Grocery and convenience stores

**YOU**

are the Heart of New Ulm because ...

You're making it easier for people to find and make healthful food choices.

As just one example, Hy-Vee in New Ulm now offers healthier salads in the deli and regularly supports community events with healthier food options.



## Dental and health care providers

**YOU**

are the Heart of New Ulm because ...

You're helping educate people on why they need to take care of their health — and then helping them understand how to do it.

For example, at New Ulm Dental Clinic, dentists and hygienists regularly talk to patients about quitting tobacco use and drinking fewer sugar-sweetened beverages to help *both* their teeth and their heart.







## Safe Routes to School Planning Team

**YOU** are the Heart of New Ulm because ...

You're helping to make it safer and easier for kids in New Ulm to bike or walk to school, which helps them stay active and healthy and arrive focused and ready to learn.

For example, the team coordinated a pilot demonstration to streamline the school drop-off and pick-up process so that it was safer for kids to bike or walk. They also planned a bike expo and rodeo to teach bike safety and a Walking School Bus where kids walked to school together with adult volunteers.



## Restaurants and cafeterias in New Ulm

**YOU** are the Heart of New Ulm because ...

You're making it easier to eat well while dining out by doing things such as cooking with healthier fats and offering smaller portion sizes, more fruits and vegetables, more whole grains, and menu items with fewer calories.

As just one example, Oak Hills Living Facility is one of more than 15 eating establishments in New Ulm that have committed to delivering the same great-tasting food, but with options that are healthier for us all, too.



## Area employers, businesses and organizations

**YOU** are the Heart of New Ulm because ...

You're supporting community members in making healthier choices by offering health programs and establishing policies that create tobacco-free environments, limit sugary beverages, and more. You're also helping to do things like make it easier and safer for people to bike or walk throughout New Ulm.

For example, bike racks are now available at 22 nonprofit and business locations in New Ulm, such as outside Carlson Tillisch Eye Clinic and Total Image Salon.







## Coalition for Active, Safe and Healthy Streets; City of New Ulm

**YOU** are the Heart of New Ulm because ...

You're helping support opportunities for people to be more physically active in New Ulm by making our streets accessible and safe for all users. Whether people are driving, walking or bicycling to run errands, commute to work or school, or enjoy some recreation, our streets are becoming friendlier for all.

For example, the City designated low-volume traffic streets to serve as the Bike Circle Route in town, and the groups worked together to redesign Garden Street between S. Payne Street and Center Street to become safer for people when biking or walking.



## New Ulm Area Chamber of Commerce

**YOU** are the Heart of New Ulm because ...

You're helping your members create a culture of wellness in their organizations — and in our community, too.

As just one example, the Chamber partners every year with Ameriprise Financial to sponsor Poker Walk events in New Ulm, which get people outside to be active while also discovering more about all our wonderful local businesses. The Chamber is also a sponsor of new quarterly worksite wellness networking and training events in 2016.



## New Ulm Public and Private Schools

**YOU** are the Heart of New Ulm because ...

You're helping our children learn more about the importance of taking care of their health. You're also helping support opportunities for both students and employees to embrace healthier lifestyles.

For example, in the fall of 2015, physical education teachers from several New Ulm schools were trained to teach the Bike! Walk! Fun! curriculum. The curriculum helps children in grades K-8 learn the skills they need to walk and bicycle safely, while building their confidence and helping them stay safe, active and healthy. The Community Education Department now has a fleet of brand-new bicycles and a trailer available for schools to use and other community organizations to rent.







## Heart of New Ulm Community Leadership Team

**YOU** are the Heart of New Ulm because ...

You're building a sustainable project that will support a culture of wellness throughout our entire community for years to come.



Dr. Bryana Andert  
New Ulm  
Medical Center  
Foundation Board



Dan Beranek  
Alliance Bank



Jeff Bertrang  
New Ulm  
Public Schools



Carisa Buegler  
New Ulm  
Medical Center



Lydia Drexler  
Firmenich Mfg.



Dr. Dan Holmberg  
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Jennifer Maurer  
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Karen Moritz  
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Matt Pearson  
Martin Luther College



Laura Schmidt  
Hy-Vee



Dave Schnobrich  
City of New Ulm



Audra Shaneman  
New Ulm Area  
Chamber of Commerce



Virginia Suko  
Turner Hall



Cindy Winters  
Facilitator and staff  
The Heart of New Ulm



## People who live or work in New Ulm and love our community

**YOU** are the Heart of New Ulm because ...

You're committed to taking care of your health and supporting your friends, colleagues, family and neighbors to help them do the same.

Just like avid bikers and members of the New Ulm Bike Club, along with walkers, who were frustrated when they couldn't use the bike trail to be active in the winter. They gathered more than 130 signatures on a petition to request that the City plow the trail in the winter and see how much it would be used, and were thrilled when the City was happy to oblige.

**Find out more about how YOU can get involved!** Visit [www.heartsbeatback.org](http://www.heartsbeatback.org) and choose "Heart of New Ulm" under "For Communities" and then "Get Involved."

# Look at what our community has achieved!

Small steps by everyone really *do* make a difference. As a result of everyone in our community working together, we've achieved some impressive success.



**FACT:** We're doing better than the rest of the country in four out of five heart disease risk factors. If as a community we can continue managing these risk factors, we can help reduce heart attacks over the long run, and also help reduce the number of people who have diabetes.

New Ulm's Management of Risk Factors for Heart Attack, 2008-2013		
Compared to participants age 40-79 in a national study		
Desirable risk factor measurement	National change 2009-2012	New Ulm change 2008-2013
■ Blood pressure level within recommended range (<140/90 mm/Hg)	-0.6	+7.1
■ LDL cholesterol level within recommended range (<130 mg/dL)	-0.6	+2.2
■ Total cholesterol level within recommended range (<200 mg/dL)	-0.6	+4.9
■ Body weight within recommended range (not obese; body mass index <30)	-0.2	-0.9
■ Blood glucose level within recommended range (<100 mg/dL)	-1.5	+1.3



Source: "Changes in cardiovascular risk factors after 5 years of implementation of a population-based program to reduce cardiovascular disease: The Heart of New Ulm Project," *American Heart Journal*, May 2016.



## Let's keep it going!

Creating and sustaining a culture of health in New Ulm is an ongoing effort. **YOU** are the Heart of New Ulm ... so what can **YOU** do?

- Encourage your worksite, organization or the broader community to develop and adopt policies that support a healthful lifestyle. For example, advocate for a tobacco-free worksite or community parks, or healthier concessions or food choices.
- Watch for opportunities to get involved and volunteer on specific action teams, or at events to make our community healthier.
- Participate in community activities or events that promote health and invite family, friends and colleagues to join you.
- Support the Heart of New Ulm and its activities with in-kind donations, such as donation of space, volunteer time, prize donations, supplies, pro bono or support services, and more.
- Incorporate a health theme or topic into an existing or new event and apply to use The Heart of New Ulm Project's logo to show your support for health in our community.
- Share your ideas, opinions and how you can help with The Heart of New Ulm Project's Community Leadership Team by sending an email to [info@heartsbeatback.org](mailto:info@heartsbeatback.org).



Creating a world without heart and vascular disease

Hearts Beat Back: The Heart of New Ulm Project is a collaborative partnership of the community of New Ulm, the Minneapolis Heart Institute Foundation and Allina Health.

[www.heartsbeatback.org](http://www.heartsbeatback.org) • 507.217.5945



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