

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:

- Provide worksite networking and training opportunities to promote employee health and wellness.
- Improve the safety for walking and bicycling by making improvements to the built environment.
- Improve the availability and affordability of healthier food choices in a variety of different venues throughout Brown County area.

Mental health

Improve emotional, psychological and social well-being

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

Objectives:

- Improve social connections and social cohesion in the Brown County area.
- Increase resilience and support the creation and maintenance of environments that contribute to positive mental well-being.
- Improve adults' confidence and skills around talking with youth about mental health, substance use and other issues affecting their mental well-being.

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:

- Lead the Brown County Chemical Health Action Team aimed at improving community protective factors associated with decreased substance misuse.
- Provide educational information for the community aimed at reducing the use of alcohol, e-cigarettes and illegal substances.
- 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:** Reduce community resource gaps in Brown County.