

Overview: The Heart of New Ulm (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 physical activity and healthy eating

Objectives:

- Provide worksite networking and training opportunities to promote employee health and wellness.
- Improve safety and accessibility for all modes of active transportation by making inclusive and equitable enhancements to the built environment, advocating for supportive policies, and providing community-wide education in New Ulm.
- 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: Improve the wellbeing of community members by building resiliency, healthy coping skills and increasing awareness and access to resources.

Objectives:

- Support 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.
- Partner with community organizations, including the schools, to offer educational programs aimed at improving mental health and reducing stigma.

Addiction and risky use of substances

Reduce tobacco use

Reduce binge drinking

Goal: To prevent the onset of substance misuse by supporting educational programs, activities and policies that increase awareness of misuse and addiction.

Objectives:

- Improve adults' confidence and skills around talking with youth about mental health, substance use and other issues affecting their mental well-being.
- Provide educational information for the community aimed at reducing unhealthy use of intoxicating and addictive substances.
- Proactively champion policy initiatives to limit substance access.

GUIDING PRINCIPLES



COMMUNITY AND DATA-DRIVEN



PREVENTION



ACCESS FOR ALL



EVIDENCE-BASED PRACTICE