

COMPLETE STREETS



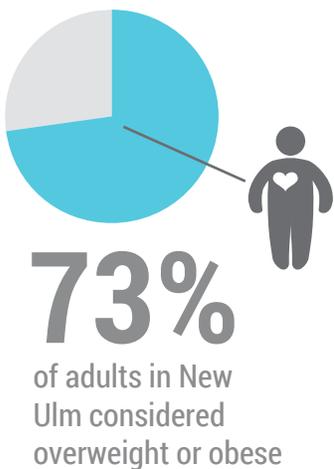
RURAL HEALTH

Transformation Center

From 2009 to 2018, the Minneapolis Heart Institute Foundation® (MHIF) conducted real-world population health research with Hearts Beat Back: The Heart of New Ulm Project (HONU) in rural New Ulm, Minn. HONU is an award-winning population health initiative that MHIF originally designed in partnership with key community partners, including New Ulm Medical Center, as a 10-year demonstration project to identify and deliver the best interventions to reduce heart disease and its risk factors at a population level. The project continues in New Ulm today as a community-owned health initiative.

Hearts Beat Back wanted to make it easier for people to be more physically active in the community of New Ulm. With the help of federal grant funding, project leaders worked to help create more opportunities for people to safely walk and bike in the community.

WHY WE DID IT



OVERLY WIDE



design on important street near high school promoted speed; created unsafe environment for pedestrians and bicyclists



WALKABLE, LIVABLE COMMUNITY

helps promote active commuting, Safe Routes to School Program and increased physical activity

COMPLETE STREETS

approach means streets are planned to be safe and accessible for all users – pedestrians, transit riders, bicyclists and drivers – regardless of age or ability

WHAT WE DID



17
COMMUNITY LEADERS

from many sectors engaged in new Coalition for Active, Safe and Healthy Streets



2 national planning and transportation experts toured community, then created report with 6 major, specific safety improvement recommendations; new coalition prioritized them



3 coalition action teams created: Safe Routes to School, Revitalize Downtown, Bike Trail Connections

RESULTS



CITY BUY-IN

City Council approved several improvements to make street near high school significantly safer; improvements incorporated into already planned resurfacing project



INCREASED SAFETY

Complete Street redesign included elimination of parking on residential side of the street, addition of bike lanes on each side of the street, mid-block crosswalk with island and angled crosswalk



SLOWER SPEEDS

people say drivers paying more attention while driving



use of new crosswalk has doubled since before street redesign

About The Minneapolis Heart Institute Foundation's Community Rural Health Consulting Team

The Minneapolis Heart Institute Foundation® is a research and education foundation that aims to create a world without heart and vascular disease. With more than 20 years of experience, our team is passionate about sharing our real-world experience and expertise to improve health in rural communities.



We are experts in:

- Using local data to inform interventions, drive and measure outcomes
- Building community capacity to address the unique needs of rural communities
- Facilitating diverse partnerships
- Executing integrated, proven strategies across the social-ecological model
- Branding and the use of communications as a primary strategy

Our Vision

To simplify and accelerate rural community health improvement efforts for sustainability and impact.

Connect with Us

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Creating a world without heart and vascular disease

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