



A QUARTERLY UPDATE OF THE MAYORS WELLNESS CAMPAIGN

MWC Mental Health Initiative: Call for Applications

A promotional banner for the MWC Mental Health Initiative. It features a central image of three women in a professional setting, with one woman hugging another. The banner includes a green box on the left with the text 'CALL FOR APPLICATIONS:', the title 'MWC MENTAL HEALTH INITIATIVE' in large blue letters, and a blue box at the top right with the deadline: 'Applications must be submitted by 5pm on Wednesday, June 22, 2022.'. A green 'APPLY NOW' button with a white arrow is at the bottom right. The Mayors Wellness Campaign logo is in the bottom left corner.

CALL FOR APPLICATIONS:

MWC MENTAL HEALTH INITIATIVE

Applications must be submitted by **5pm** on **Wednesday, June 22, 2022.**

APPLY NOW

MAYORS WELLNESS CAMPAIGN

[Submit an Application Here](#)

The Mayors Wellness Campaign (MWC) is excited to announce that the application for the MWC Mental Health Initiative is now open! The Quality Institute will provide one-on-one technical assistance to 3 participating communities to support the implementation or expansion of mental health programming for their residents by utilizing the [MWC Mental Health Toolkit](#) as a guide.

We will work with selected communities to help them identify mental health needs and support the planning, implementation and evaluation of mental health programming that addresses those needs.

The MWC Mental Health Initiative is generously supported by [The Horizon Foundation for New Jersey](#).

Upcoming Events



MAYORS WELLNESS CAMPAIGN

New Tools To Improve Community Health

FREE WEBINAR

Social Determinants of Health

[Register Here](#)

Have you heard of [Social Determinants of Health](#)? Want to learn more about how they impact your community's health and ideas for how your MWC can address them?

Join us July 20th, 12pm for the first installment of our MWC webinar series focused **on how communities can leverage their MWC to improve residents' health outcomes**. Learn about our **2 new MWC tools** and how addressing topics such as access to healthy foods and access to open, safe space can improve your community's overall health. Hear from a MWC town about their efforts to improve their neighborhood's environment and its impact on resident's health.

Who Should Attend?

- Mayors and elected officials
- Local Health Department staff
- Municipal and School District employees
- MWC committee members and volunteers
- Others interested in addressing SDOH in their community

You Will Learn:

- What are social determinants of health and how they impact your community
- Strategies communities can use to address food security and access to open, safe space
- Resources and tools to support residents in need of social supports
- How to utilize these two new MWC tools to enhance community initiatives

Follow Their Lead

Setting Up a Community Blood Drive Through Your MWC

Bradley Beach's MWC collaborated with Monmouth Medical Center to implement a blood drive in response to a low supply in the community. Working collaboratively with community partners to identify local needs and implementing solutions to address them is a great way to leverage your MWC.

Learn how you can host a blood drive in collaboration with the American Red Cross below.



ONLY A ONE DAY SUPPLY OF MOST BLOOD TYPES. PLEASE HELP!

You're the right type
Thank you for being a blood donor!

**EMERGENCY
BLOOD & PLATELET DRIVE**
DANGEROUSLY LOW SUPPLY!

APRIL 12, 2022 - 12PM-6PM
BRADLEY BEACH RECREATION CENTER
39 1/2 MAIN STREET (BEHIND THE REC FIELD)

Monmouth Medical Center
RWJBarnabas HEALTH

WWW.BRADLEYBEACHNJ.GOV



Host a Blood Drive

Resources

Gun Violence is a Public Health Issue

Gun violence is a public health issue and we can do something about it. The decades of inaction and needless deaths are heartbreaking. But there are steps current public leaders can take now to help. Here's what we're reading and some resources we'd like to share:

- [The Case for Taking a Public Health Approach to Gun Sales and Ownership](#)
- [Resource to Prevent Accidental Gun Deaths](#)
- [These Gun Reforms Could Save 15,000 Lives, We Can Achieve Them](#)
- [Connect with the American Foundation for Suicide Prevention NJ Chapter to Bring Prevention Programming to Your Community](#)

3 Ways to Engage Older Adults in Your Community

Discover how [VNAHG](#), [Clover Health](#), and [Tabula Rasa Health Care](#) are supporting older adults in your community via vaccine clinics, preventive health initiatives and medication education.



3 IMPORTANT PROGRAMS FOR NJ MAYORS WELLNESS CAMPAIGNS TO KNOW FOR OLDER ADULTS IN THEIR COMMUNITY

The Quality Institute's [Mayors Wellness Campaign](#) (MWC) is supported by organizations across the state. This public, private, not-for-profit collaboration supports the MWC, public health officers and local leaders working to make their communities healthier places to age, live, work, and play.

In addition to being Crystal-level sponsors of the MWC for 2021-2022, the organizations featured here are committed to improving the health and wellness of older adults in the communities they work in. Read on to learn about their work and how your MWC can work with them or increase awareness of these services to support your older adult residents.

[Visiting Nurse Association Health Group \(VNAHG\)](#) provides COVID-19 vaccinations throughout the state. One special service they provide is vaccinations to homebound patients. Residents currently receiving VNAHG services can sign up by asking their health care provider to make a referral.

VNAHG coordinates its efforts with community organizations to increase access and provide vaccines. MWCs located in Middlesex, Union, Monmouth, and Ocean County should reach out to Tom Thees, Executive Director, at 732-371-2990 or Fran McCloske, Vaccine Coordinator, at 732-614-5820 to schedule a COVID-19 vaccine clinic in their community.



[Clover Health](#) is a Medicare Advantage plan which covers Medicare eligible individuals throughout New Jersey. It focuses on serving underserved individuals and addressing barriers to increase access to quality, affordable health care, and ultimately keeping people healthier. MWCs should be aware of support available for their residents who are Medicare eligible, such as the following programs that Clover Health provides to its members:

- Video on Wheels** is a program which provides internet-enabled tablets to homebound patients so they can participate in telehealth calls with their providers.
- Transportation Assistance** is available to members that do not have access to a car or are unable to drive.




Clover Service Areas

MAYORS WELLNESS CAMPAIGN Celebrating 15 Years

1 New Jersey Health Care Quality Institute

Learn How Public-Private Partnerships Can Propel Your MWC

Learn more about public-private partnerships that your MWC can connect with to improve health and wellness in your communities. Our platinum sponsors shared many ways that MWCs can connect with them and learn from their resources and experiences.




PUBLIC PRIVATE PARTNERSHIPS CAN PROPEL YOUR MAYORS WELLNESS CAMPAIGN

The Quality Institute's [Mayors Wellness Campaign](#) (MWC) is supported by organizations across the state. This public, private, and not-for-profit collaboration supports the MWC, public health officers and local leaders working to improve health and wellness in their communities.

In addition to their sponsorship of the MWC, here are a few examples of how MWC sponsors are working locally to improve health and wellness and how your MWC can connect with these organizations or learn from their resources and experience.

Clover Health

Clover Health is a Medicare Advantage plan which covers Medicare eligible individuals. They recently released a [white paper](#) on how to improve health equity. Health equity is making sure that all the residents of your community, regardless of age, race, ability, preferred language, or other circumstances, have access to what they need to lead their healthiest lives. The white paper shares important issues to consider and steps you can take to improve the lives of your residents.



Hackensack Meridian Health

Hackensack Meridian School of Medicine's [Human Dimension Program](#) offers a unique type of medical education that is grounded in the community in under-served cities in New Jersey. This program provides health care workers of tomorrow with the insight and skills to be compassionate public health care workers that deliver the best possible care to the communities they will one day serve. The Human Dimension program has served in Nutley, Clifton, Paterson, and Hackensack.

The Apothecarium Dispensary

The [Apothecarium Dispensary](#) is one of the state-licensed medical cannabis dispensaries. Local leaders and residents have many questions about both medicinal and recreational cannabis. Apothecarium is one source of information. They created these [FAQs](#) to promote a better understanding and safety in medical cannabis use.

Ernest Mario School of Pharmacy

Ernest Mario School of Pharmacy at Rutgers, The State University of New Jersey, is dedicated to excellence in healthcare and biomedical education, innovative and visionary research and scholarship in the pharmaceutical sciences, exemplary clinical

MAYORS WELLNESS CAMPAIGN Celebrating 15 Years

1 New Jersey Health Care Quality Institute

Funding Opportunities For Your MWC

- [Preparing for Water, Sanitation, Hygiene \(WASH\) Emergencies Among People Experiencing Homelessness](#)
 - Local health departments and other governmental agencies are encouraged to apply to support their jurisdictions in adapting and exercising their emergency preparedness plans to address the needs of

people experiencing homelessness during WASH emergencies.

Applications are due by **July 1st**.

- **Safe Streets and Roads Grants Program**
 - Communities of all sizes are encourage to apply for funding to help them ensure safe streets and roads for all. Eligible activities include developing or updating a comprehensive safety action plan, conduct planning, design, and development activities in support of an action plan, and carrying out projects and strategies identified in an action plan. Discover more about this opportunity [here](#). Applications are due by **September 15th**.

Please let us know if you need any assistance or guidance for either of these funding opportunities by reaching out to Katie Bisaha, Community Health & Policy Associate at Kbisaha@njhcqi.org.

2022 NEW JERSEY

SUSTAINABILITY
SUMMIT



JUNE 24, 2022
9:00 AM – 4:00 PM
BELL WORKS, HOLMDEL, NJ

The New Jersey Sustainability Summit is a momentous event, drawing change-makers from across the political, private, and public sectors. This one-day forum spotlights the successes and lessons learned from the people and projects that are helping New Jersey realize a more sustainable future.

Registration (**Breakfast and lunch included*): **\$38**: Elected & appointed officials, green team volunteers, and public & nonprofit employees; **\$125**: All other attendees.

[Register Here](#)

Thank You
2021 MAYORS WELLNESS CAMPAIGN SPONSORS

Crystal

Clover Health, Hackensack Meridian Health, TabulaRasa HealthCare, vna Health Group

Platinum

THE APOTHECARIUM, findhelp.org, CERI (CANNABIS EDUCATION & RESEARCH INSTITUTE), RUTGERS Ernest Mario School of Pharmacy, HolyName Medical Center, Horizon, NJM Insurance Group, Planned Parenthood (Central and Southern New Jersey), St. Joseph's Health, United Healthcare

MAYORS WELLNESS CAMPAIGN, Celebrating 15 Years

Check out the MWC Webpage

MWC: Helping Make Towns Healthier Places to Live, Work, and Play

The mission of the Mayors Wellness Campaign (MWC) is to help mayors and their teams improve the health and wellness of their communities. Check out our redesigned tools and resources to help make planning health and wellness programs easier for you and your community.

MAYORS WELLNESS CAMPAIGN TOOLKIT

GET THE TOOLS TO BUILD HEALTHIER COMMUNITIES

The Mayors Wellness Campaign toolkit includes free and low-cost tools and strategies to make your community a healthier place to live, work, and play.

PHYSICAL HEALTH AND NUTRITION
Encourage active lifestyles and healthy eating in your community.

ENVIRONMENT AND HEALTH
Help your community take advantage of the outdoors.

EDUCATION AND HEALTH
Keep your community sharp, engaged, and curious.

ARTS AND HEALTH
Stir creativity and strengthen community ties through the arts.

MAYORS WELLNESS CAMPAIGN
Celebrating 15 Years

NEW JERSEY HEALTH CARE
QUALITY INSTITUTE

Learn More



For information on how to join, please contact Virginia Tesser at vtesser@njhcqi.org.

To learn more about our current initiatives, please visit our website at www.njhcqi.org.

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