



 **MAYORS WELLNESS CAMPAIGN.**
Celebrating 15 Years

A QUARTERLY UPDATE OF THE MAYORS WELLNESS CAMPAIGN

Congratulations to the 2021 New Jersey Healthy Towns!



Earlier this month, we announced the 2021 New Jersey Healthy Town Designees. Eight communities were named *2021 Healthy Towns*; seven towns were designated as *2021 Healthy Towns to Watch*, and seventeen were designated as *2021 Healthy Town Up-and-Coming*.

Each year, communities participating in the MWC complete a comprehensive Healthy Town Application outlining the research they've done to identify their community health needs and explaining how they have organized their local MWC committee. The application also highlights the actions they've taken to make their communities healthier places to live, work, and play.

This year, towns used the application to showcase efforts to respond to the COVID-19 crisis and their ability to continue to offer health and wellness activities throughout the pandemic. Check out our press release for more details.

[Press Release](#)



MAYORS WELLNESS CAMPAIGN, 2021 NEW JERSEY HEALTHY TOWN DESIGNEES

HEALTHY TOWN

- BAY HEAD
- EVESHAM
- MONTCLAIR
- PATERSON
- PLAINFIELD
- SCOTCH PLAINS
- WILDWOOD CREST
- WOODBRIDGE

HEALTHY TOWN TO WATCH

- BELLEVILLE
- BOROUGH OF FREEHOLD
- FRANKLIN LAKES
- HILLSBOROUGH
- JEFFERSON
- NORWOOD
- VERNON

HEALTHY TOWN UP-AND-COMING

- BERNARDSVILLE
- ORADELL
- CRANBURY
- CRESSKILL
- DEERFIELD
- DENVILLE
- EATONTOWN
- FORT LEE
- GARFIELD
- HIGHLANDS
- KEYPORT
- LAWRENCE (MERCER)
- MORRISTOWN
- PRINCETON
- RIDGEWOOD
- SOUTH BRUNSWICK
- STAFFORD



Thank You
2021 MAYORS WELLNESS CAMPAIGN SPONSORS

NEW JERSEY HEALTH CARE
QUALITY INSTITUTE

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MAYORS WELLNESS CAMPAIGN, Celebrating 15 Years

Upcoming Events

NEW - Mayors Wellness Campaign Webinar

MENTAL HEALTH TOOLKIT LAUNCH

Wednesday, April 20th,
10:00 a.m. - 11:00 a.m.

MAYORS WELLNESS CAMPAIGN,

Join us for our upcoming webinar where we will walk you through our newest resource, the *MWC Mental Health Toolkit*, and hear from communities who have

implemented the types of mental health programs highlighted in the Toolkit and learn from their experience.

You Will Learn:

- What mental health is and how it is affecting your residents.
- How to leverage your MWC to address mental health in your community.
- Resources to support residents who need access to mental health services.
- How to utilize the new toolkit in your local programming.

Audience Q&A to Follow

[Register Here](#)





IT'S TIME TO HAVE THE CONVERSATION OF YOUR LIFE

You can't predict when a medical emergency or serious illness will happen and the impact it will have. But you can prepare ahead for these events by sharing your wishes for care.

Do you have questions about: What to ask your health care providers? How to start this conversation with those close to you? Legal questions? Other topics?

JOIN US FOR VIRTUAL "OFFICE HOURS" TO HAVE YOUR QUESTIONS ANSWERED

THURSDAY, APRIL 7TH, 2022
6:00PM - 7:00PM
OPEN TO ALL
[CLICK HERE TO REGISTER](#)



Ask your questions. Get help, information, and guidance.

This event will feature small, private groups so you can ask and have your questions answered. Hear from health care and legal experts from Hackensack Meridian Health, NJ Palliative Care Advanced Practice Nurse Consortium, Norris McLaughlin Attorneys at Law, and Van Dyck Law Group.



[Register Here](#)

Want to host a COYL program in your community to highlight the importance of sharing your wishes for care before a medical emergency or serious illness happens? Contact Katie Bisaha at Kbisaha@njhcqi.org or you can also help your residents get started by sharing our [COYL webpage and resources](#).

Healthy Highlights

Wildwood Crest Anonymous Health Assessment

Assessing your community's health needs is the most important step in making sure your MWC will have an impact on your community. Wildwood Crest's MWC shared how they survey, collect and utilize their health assessment data to inform their MWC goals and programming for the year. Questions are used to assess the health needs and interests of their residents and cover topics such as mindfulness activities, dental health, eating while stressed, and more.



When their survey results are in, they analyze their data to get a look at the bigger picture. Laura Farrall, Wellness Coordinator for Wildwood Crest, states, "The questions tell the story of what is going on without being intrusive. This anonymous survey is designed to get a response without creating resistance. The results give a closer glimpse of our personal community health."

Kick off your MWC with an anonymous health assessment! Click below to find Wildwood Crest's survey and utilize it in your community.

[Survey Link](#)

Rutherford Healthy Heart February Series

Rutherford's MWC implemented a month long series in honor of American Heart Month called Healthy Heart February. Program series are a great strategy to address your community health needs in various ways. Rutherford's series included free dance, yoga, and swimming activities to highlight the importance of exercise for

a healthy heart.

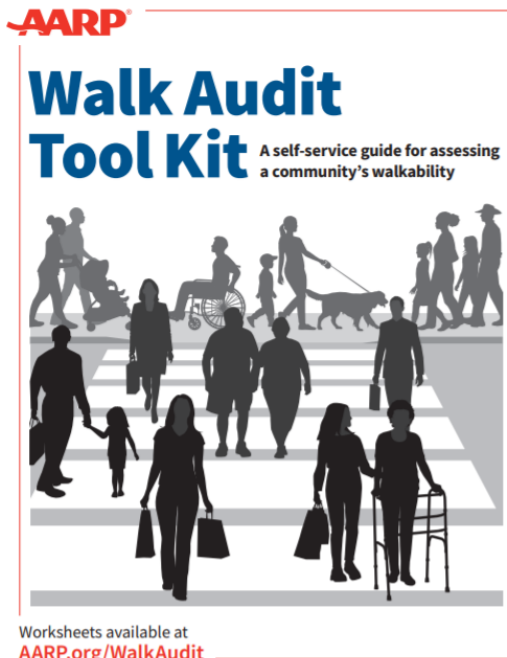
We challenge MWCs to do the same with upcoming National Health Observances like National Wellness Month in August. MWCs can utilize tools and strategies from the Mayors Wellness Campaign Handbook to plan for August. **Learn more about National Health Observances below to plan ways to address these health needs in your community.**



List of National Health Observances

Resources

AARP Walk Audit Toolkit



In many communities, people cannot safely walk to where they need or want to go due to a lack of sidewalks, crosswalks, or other safety features that make streets safe for pedestrians and drivers. MWCs can utilize AARP's walk audit toolkit to evaluate the walkability of their towns. Use this data to inform your MWC goals, priorities, and activities. It is also a great way to get your community leaders and residents involved in being agents of change in their community.

Download the toolkit below to get started!

[Download Toolkit](#)

[Check out the Mayors Wellness Campaign 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.



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.

[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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