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MAYORS WELLNESS CAMPAIGN

A QUARTERLY UPDATE OF THE MAYORS WELLNESS CAMPAIGN

New!
MWC Activities
2022 - 2023

SHARE & VIEW NOW

We are excited to announce this years planned activities for the Mayors Wellness Campaign. Learn how your town can get involved this year by viewing our activities flyer below.

[View the 2022-2023 MWC Flyer](#)

THANK YOU TO OUR 2022 - 2023 MAYORS WELLNESS CAMPAIGN SPONSORS

CRYSTAL
Hackensack Meridian Health, RWJ Barnabas Health

PLATINUM
Aetna Health, Clover Health, Delta Dental Family Health Initiatives, HolyName, Horizon Humana, Legacy, njea

GOLD
New Bridge, Capital Health, Catholic Charities, Englewood Health, Inspira Health, Johnson & Johnson, Parker, RCCA, Rutgers, St. Joseph's Health

SILVER
Burke Foundation, CCHC, Integrity, NDA, Rutgers, Atlas, PerformCARE, Tabula Rasa, Valley Health System, Virtua

BRONZE
blueocean, NAJCN

NEW JERSEY HEALTH CARE | QUALITY INSTITUTE

UPCOMING EVENTS

Sign Your 2022 MWC Pledge of Participation



Sign MWC Participation Pledge

Each year mayors throughout the state are encouraged to recommit to improving the health and wellness of their communities by signing the annual pledge. All towns that participate will be entered into the MWC Incentive Drawing. Selected towns will receive \$1000 to spend on MWC programming or donate to a local nonprofit partner working with their MWC program.

This money can be used for a number of activities such as:

- Offering free exercise classes for residents
- [Hosting a local health fair with community partners and neighboring communities](#)
- Hosting an Earth Day event providing native plants to residents
- Offering free Mental Health First Aid training to your residents and municipal employees

Selected towns will be required to provide a brief description of how funds will be used prior to receiving the funding. Winners will be announced in January 2023 and featured in the MWC Newsletter and social media platforms.

Registration is now open for MWC Mental Health First Aid Trainings

We are happy to announce that the MWC will continue to offer Mental Health First Aid Trainings (MHFA) through generous funding from [The Horizon Foundation for](#)

[New Jersey](#). New this year, we will offer Youth MHFA trainings in addition to Adult MHFA trainings.

Check out the flyer below for information about the next free Youth MHFA Training on November 2. Register Today!

Register for Youth MHFA Training



FOLLOW THEIR LEAD

Mayor's Insight: Mayor Kennedy shares how adding the MWC to your town budget can benefit your program

We interviewed **Mayor Kennedy from Keyport Borough, a 2021 Healthy Town Up & Coming Designee**, on how she was able to incorporate the MWC into their city's budget and how it can benefit your community to do the same.

Q: How did you and your committee come up with the idea to add the MWC as a line item in the city budget?

A: *The municipal budget is a key factor for all operations of local government with “line items” established in the budget for departments, programs or function. When a line item is established within a municipal budget and if a department head is designated to oversee that budget, all projects and scopes of work do not need to be brought to the full governing body for approval.*

Q: If another mayor wants to add their MWC to the city budget, what steps should they take?

A: *It depends on the form of government. In our case, establishing the MWC line item was discussed with the Finance Committee and CFO and included in the budget adopted by the governing body.*

Q: What are the benefits to adding the your MWC to the city budget?

A: *If and when sponsorships or donations are received for MWC, those funds can be accounted for in the budget and used to support the entire program. This also helps to easily identify all program costs when evaluating the the success of the program.*

Q: Can you share with us a programmatic example in which you were able to utilize the funds?

A: *Recently, a community member was involved in a serious car accident. While it was imperative to focus on their physical recovery, we were concerned about their mental health. Mental health is an important, but often neglected, part of recovery. Our MWC was able to utilize funding to raise awareness about the impact of mental health on recovery as well as involve members of the community in sharing their support and well-wishes. Since the funds were already allocated to our MWC, we were able to*

quickly develop and implement this idea.

Webinar: Partnering to Achieve Better Health for Your Community



Public-private partnerships can help bolster your MWC and improve the health and wellness of your community. Featured in our latest webinar is the partnership between Raritan Bay Medical Center and Perth Amboy and how they successfully worked together to achieve better health results for their community. Watch the webinar to learn more about their efforts!

RESOURCES

"New Tools to Improve Community Health" Webinar

In case you missed it, watch our MWC webinar that focused on how Social Determinants of Health (SDOH) impact your community health and how your MWC can address them.

Watch New Tools Webinar


Use our new tools below to incorporate social determinants of health into your MWC goals. These tools outlines steps you can take to address it in your community, examples of community initiatives you can adapt, and resources for residents, municipalities, and community partners to utilize.

Tools to Build Healthier Communities MAYORS WELLNESS CAMPAIGN

The Mayors Wellness Campaign offers free, or low-cost, tools and strategies like this one to make your community a healthier place to live, work, and play. We encourage you to look through all of the MWC Tool categories.

Physical Health and Nutrition
Food Security

What is Food Security?
Food security is when every person in a household has consistent access to enough food to live an active, healthy life.



What does food security look like in NJ?

1 in 12 residents are food insecure

1 in 10 children are food insecure


Disparities in food security by race & ethnicity

14% of Black households are food insecure

5% of White households are food insecure

18% of Latino households are food insecure

Food insecurity is **higher among**: low income communities; Black and Hispanic households; households with children; and single parent homes.



While **risk factors** for food insecurity include limited access to full-service supermarkets, public transportation and lack of affordable housing, a **majority of people** report not being able to afford food.

QUALITY INSTITUTE MWC Tool - Food Security

Access and utilize our [Food Security Tool](#) here!

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Environment & Health
Land Use Planning for Sustainable, Healthy Communities

What is land use planning?
Land use planning is the process of determining how land will be used and developed. Local leaders, property owners, and developers can consider things like promoting physical activity, accessibility for people of all abilities, protecting air and water quality, and reducing noise pollution, when undertaking the planning and permitting process. These decisions help make communities healthier places to live, work, and play. They also help older residents stay in their communities.



How does land use planning and policies impact community health?
Social determinants of health are the conditions in the environments where people live, work, and play which impact their health. Many towns across the county have adopted a **Health in All Policies** approach to improving health outcomes by including health considerations into decision-making across sectors and policy areas. The goal is to consider how any decisions made may impact the health of a community and its residents.

Stafford Rain Barrel Program

Municipal leaders play a crucial role in shaping local policies which impact the health and wellness of their residents. For instance, land use designs and policies can improve walkability, safety, and sense of community while decreasing isolation, crime, and stress. By improving **activity-friendly routes** to various places in a community, local leaders will not only increase access to grocery stores, health care services, employment, and parks, but will encourage physical activity, which can reduce the risk of chronic and mental illnesses.

FOLLOW THEIR LEAD
Stafford Township has made great progress towards preserving their environment and improving the town's water quality. The Mayor and Township Administrator collaborated with the Township Council and Engineer, residents, Department of Public Works, Rutgers University, and the NJ Office of Emergency Management to develop a Stormwater Management Plan. This led to the replacement of sewage lines, reduced flooding, enhanced transportation routes, and improved 200 acres of waterway. Stafford has launched stormwater education workshops for residents which highlight how individual actions can contribute to community health and improvement. They have also distributed over 80 rain barrels to residents.

QUALITY INSTITUTE MWC Tool- Land Use Planning

Access and utilize our [Land Use Tool](#) here!

Building Bridges between Schools and Your MWC

September is notably back to school month! Your MWC can support families, children and educators to make the transition easier. Below are a handful of activities your MWC can launch in collaboration with your school district and community members throughout the year:

- Partner MWC with schools to increase school meal application using the [School Meal Application Outreach Toolkit](#) and "[Strategies to Collecting Free and Reduced Price Meal Applications: Leveraging Outreach and Promotion](#)" Webinar
- [Work with local barbers to provide free back to school haircuts for underserved youth](#)
- [Launch school supply drive to support local youth and educators](#)
- [Share this webinar from Atlantic Health Systems with Families-- "Back to School-How to Cope with Stress During Stressful Times"](#)
- Bring MWC to Back to School nights to share about upcoming programs, survey families, and recruit community members to your committee

Mental Health Hotlines

Raise awareness about the new mental health hotline number "988". 988, similar to 911 for medical emergencies, will connect people to the existing National Suicide Prevention Lifeline. This hotline will connect anyone experiencing mental health-related distress, thoughts of suicide, mental health or substance use crisis with compassionate and accessible care and support.

If you or someone you know needs support for mental health, suicidal thoughts or substance abuse call, text or chat:

- 988 Suicide & Crisis Lifeline: 988 and [988lifeline.org](https://www.988lifeline.org)
- BlackLine: 800-604-5841 and [callblackline.com](https://www.callblackline.com)
- Trans Lifeline: 877-565-8860 and [translifeline.org](https://www.translifeline.org)
- Veterans Crisis Line: Dial 800-273-8255 and press 1 to talk to someone or send a text message to 838255 to connect with a VA responder. You can also start a confidential online chat session at [Veterans Crisis Chat](https://www.veteranscrisisline.net). [veteranscrisisline.net](https://www.veteranscrisisline.net)

[View 988 Messaging Toolkit](#)

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.

[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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