



MAYORS WELLNESS CAMPAIGN[®]

A QUARTERLY UPDATE OF THE MAYORS WELLNESS CAMPAIGN

VIRTUAL CAMPAIGN

Apply to be a Healthy Town Today!

The banner features the Mayors Wellness Campaign logo at the top left. Below it is a photograph of a group of people standing on the steps of a brick building. In the center, a man holds a white sign that reads '2019 New Jersey Healthy Town Scotch Plains' with a yellow ribbon graphic. Below the photo, the text '2020 HEALTHY TOWN APPLICATION' is written in large, bold, white letters. Underneath that, it says 'Fill Out Your Application Today! Due: Friday, January 29th at 5pm'. The New Jersey Health Care Quality Institute logo is in the bottom right corner.

Over the last 8 months, many towns have been navigating the need to put programming on hold, transitioning to virtual platforms, or using their Mayors Wellness Campaign (MWC) to address emerging concerns brought on by the pandemic. The 2020 Healthy Town application recognizes that while this year has had its challenges, towns have been able to use their MWC to continue promoting health and wellness in their communities.

Past Issues
A Healthy Town designation is a great honor for towns, achieved through a competitive process. This year's application has been adjusted to account for changes your town may have had to make to your programming due to the pandemic. The purpose of this award is to recognize communities in which mayors are engaging with all members of the community in order to make their communities healthier places to live, work, and play.

MWC Towns that apply for a Healthy Town designation can be recognized in one of the following categories:

- Healthy Town
- Healthy Town to Watch
- Healthy Town Up-and-Coming

Applications are due Friday, January 29th at 5pm

Apply Today

2020 MWC Champion of Health

**2020 MAYORS WELLNESS CAMPAIGN
CHAMPION OF HEALTH**

**ALLISON
CERCO**

Asbury Park Committee Member, Community Outreach Manager
for Hackensack Meridian Health

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We're proud to recognize community members such as Allison Cerco. The success of the Mayors Wellness Campaigns relies on leaders in New Jersey towns and cities who step up and partner with us to share great programming to strengthen the health and wellness of their communities.

-Julie DeSimone, LSW
Program Officer, Mayors Wellness Campaign

In December 2020, the MWC announced the first Champion of Health Award to Allison Cerco. Mayor John Moor of the City of Asbury Park nominated Allison, who has been a MWC Committee member since 2017 and serves as the Community Outreach Manager for Hackensack Meridian Health.

Allison consistently goes above and beyond in organizing and supplementing MWC programming. She has organized local events such as breast cancer awareness walks, fitness in the park, and a senior health fair. She was also instrumental in bringing mobile health screening to MWC events, critical to a community such as Asbury Park, where access to health care is a concern.

The MWC created the Champion of Health award to enable mayors to recognize the people who are critical drivers of health and wellness in their communities. Mayors

Thank You to Our Sponsors

2020 - 2021
Sponsorship Tiers

Platinum Tier



Gold Tier



Silver Tier



Bronze Tier



MAYORS WELLNESS CAMPAIGN

New Jersey Health Care Quality Institute

RACISM AS A PUBLIC HEALTH ISSUE

The pandemic, economic downturn, and on-going political divisions in our nation made 2020 a challenging year. Racial injustice rose to the forefront through the Black Lives Matter movement. The pandemic further revealed the impact of racism and inequities on health outcomes. In response, communities and businesses across the country have recognized the impact racism has on overall health and wellness and have released proclamations outlining actionable steps to address racism as a public health issue.

The Quality Institute, with support from Princeton University, engaged a public health intern to develop a model proclamation for Mayors Wellness Campaign towns to adopt to show their commitment to addressing systematic racism as a public health issue and to take action.

Past Issues
We encourage you to review the proclamation with your MWC committee and adopt or modify it to fit your needs. Then, you can take action as set forth in this model pledge which the Quality Institute endorsed. The [pledge](#) was spearheaded by Rutgers School of Public Health and RWJBarnabas Health and outlines actionable ways for organizations to move towards a more equitable environment.

MWC Sample Proclamation

PROGRAM IDEAS

Vernon Township:

[Walking in a Winter Wonderland 60/60 Challenge](#)

Everyone is struggling to find safe ways to stay active during the colder months. Vernon Township created an exciting way to get its residents moving with the Walking in a Winter Wonderland 60/60 Challenge. This program challenges residents to walk outside for 60 minutes each day for 60 continuous days. Check out the program flyer and consider implementing this program in your community.

[View the Flyer](#)

ARTICLES OF INTEREST

[How to Have Better Family Meals](#)

Health and wellness means so much more than just staying physically active and eating right. It also means connecting with those around you. With more people eating meals at home it is important to take advantage of this time and make the most of your family meals. Check out the tips for building this healthy practice in the new year.

[Read the Article](#)

RESOURCES

[Preparing for the Vaccine](#) [Know the Facts](#)

Vaccine distribution has already begun in New Jersey. Make sure your residents are informed about the efficacy, safety, and importance of getting the COVID-19 vaccine when it becomes available to them. The NJ DOH has created a [factsheet](#) that can be distributed in your community to educate your residents. The CDC has also provided guidance on [8 Things You Need To Know about the COVID-19 Vaccine](#). Additionally,

Share these important resource with your residents today.

Pre-registration Portal

What to Expect Guide to Well-Baby Visits and Immunizations

Now more than ever, it is so important to focus on preventative health care. This Well-Baby Visit Guide outlines what parents can expect from their baby's doctor visits at every step along the way.

Share this important resource with your residents today.

Download the Guide

Workplace Weight Management

Like most things, Workplace Wellness looks differently these days. Check out this Workplace Weight Management Guide for ideas on how to encourage your staff to maintain a healthy lifestyle during the pandemic.

Download the Guide

CDC: Local Data Tool

This new tool created by the CDC, PLACES, will allow counties, places, and local health departments regardless of population size and urban-rural status to better understand the burden and geographic distribution of health-related outcomes in their jurisdictions and assist them in planning public health interventions. The PLACES Project provides model-based population-level analysis and community estimates to all counties, places, census tracts, and ZIP Code Tabulation Areas across the United States. Use this data to inform your MWC programming today.

Use the Tool

MESSAGES FROM OUR PLATINUM SPONSORS

[Planned Parenthood](#)



UnitedHealthcare



Visit the Resources Section of our website to see more resources from our valued partners.





NJHCQI Resources

CHECK OUT THE MAYORS WELLNESS CAMPAIGN WEBPAGE

The mission of the Mayors Wellness Campaign (MWC) is to help mayors and

community leaders improve the health and wellness of their communities. Our redesigned tools and resources website make planning health and wellness programs easier for you and your community. We will continue to develop COVID-19 related resources and tools to help you serve your community during this time.

Past Issues

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|  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. |

Check Out the MWC Page



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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