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# MAYORS WELLNESS CAMPAIGN<sup>®</sup>

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## QUALITY INSTITUTE NEWS & UPDATES

[Register Today for Our Upcoming Webinar:](#)  
[Healthy Communities, Thriving Events:](#)  
[Marketing Fundamentals for Local Leaders](#)

Join us on Thursday, July 18 from 12 - 1 p.m. for a webinar that will provide you with the foundations of marketing and strategies to engage your residents in health and wellness events. Learn how to effectively promote your initiatives, increase community involvement, and make a lasting impact on local health. Don't miss this opportunity to gain valuable marketing skills that will elevate your MWC and improve event turnout.

**Who Should Attend?**

- Local government officials and staff
- Public Health Professionals
- Community organizations leaders and volunteers
- Anyone interested in improving health in their community

[Register here](#)

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**Join us for our next COYL  
Partner Meeting**



**COYL** equips your community with educational materials on advance care planning (ACP). In honor of **National Healthcare Decisions Day (NHDD)**, we hosted 11 events throughout the state where we:

- Reached 361 NJ residents
- Distributed over 500 COYL materials including 5 Wishes and COYL Bookmarks
- Reached over 2,400 people on social media using our **Community Messaging Toolkit**

Interested in bringing **COYL workshops** to your community? Join our next COYL Partner Meeting on Thursday, August 22 at 12pm to meet fellow COYL partners and plan for upcoming workshops.

[Register Today](#)

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**Learn about the impact MWC is having on  
Mental Health**

The Mayors Wellness Campaign has successfully trained over 180 individuals across all 21 counties in [Mental Health First Aid](#) (MHFA) since 2021. Our latest release highlights these efforts and provides first-hand insights from some of our trainees. Read our report to gain a deeper understanding of the pivotal role MHFA plays in supporting residents across the state. Be on the look out in the fall for free trainings that you or community members can take to become a Mental Health First Aider.

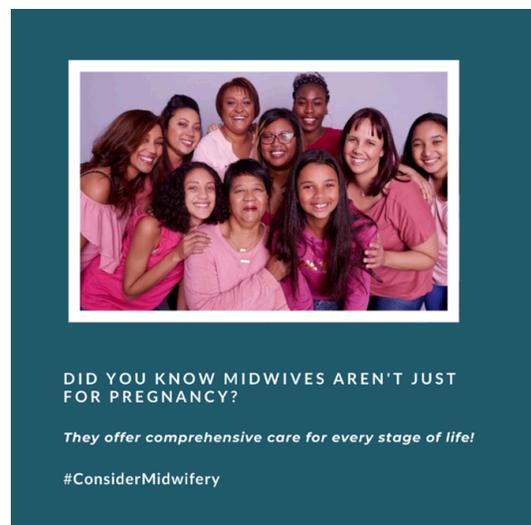


[Read the Report](#)

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## [Encourage your Community to #ConsiderMidwifery with our Social Media Toolkit](#)

The Quality Institute and Burke Foundation's [Maternal Infant Health \(MIH\) Hub](#) has developed a social media toolkit to educate residents about the value of midwifery practice. This toolkit provides strategic language, key messages, and sample social media posts for individuals, organizations and municipalities to advocate for midwifery care. Share these posts using the hashtag, *#ConsiderMidwifery* to increase public awareness about midwifery care.



[Access and Utilize the Toolkit Here](#)

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# Join the Mayors Wellness Campaign on Social Media

As part of our ongoing efforts to keep you informed, we invite you to connect with us on social media.

Connect with us to gain exclusive access to thought provoking articles and networking opportunities, timely updates on Quality Institute events and educational resources tailored to the Mayors Wellness Campaign.

- Facebook & X: @NJHCQI
- LinkedIn: @New Jersey Health Care Quality Institute
- Instagram and Threads: the\_quality\_institute\_nj

Also, remember to add [kbisaha@njhcqi.org](mailto:kbisaha@njhcqi.org) to your safe sender list in your email settings to ensure you receive our updates without them being filtered as spam.

We look forward to engaging with you there!



## COMMUNITY RESOURCES

### Participate in your County's Community Health Needs Assessment Survey

[RWJBarnabas Health](#) has launched its 2024-2025 [CHNA survey](#) to learn more about the needs and strengths of New Jersey communities and its residents. The survey is currently open to New Jersey residents over age 18, is confidential and takes about 15 minutes to complete and is available in eight languages, including Arabic, Chinese, Haitian Creole, Hindi, Portuguese, Spanish and Yiddish. Take the survey and share with your residents.

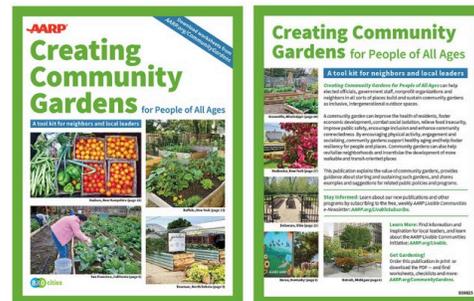


Share the survey with your residents

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## [Create Connections with AARP's Create Community Gardens Toolkit](#)

Community gardens are a great way to improve residents' health, improve food security, and enhance community connectedness. Use the "[Creating Community Gardens for People of All Ages](#)" toolkit for practical advice on building and sustaining these spaces. This comprehensive guide provides step-by-step instructions and examples to help you get your community garden started.



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## [Does your community provide a Summer Meals Program? Use this toolkit to Promote it!](#)

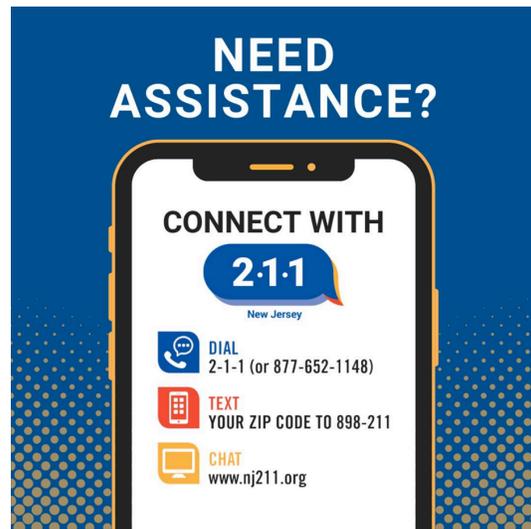
Boost participation in your community's summer meals program with the [No Kids Hungry Summer Meals Outreach Toolkit](#) to #endsummerhunger. Inside, you will find ready-to-use templates for flyers, social media posts, and newsletters to help spread the word along with suggestions for displaying on your website and communication channels you use to reach families in both English and Spanish.



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## [Connect Residents to Vital Services 24/7 by connecting your Municipality's programs and services to 211](#)

The Department of Children and Families has been working with NJ211 to create a robust, go-to resource for New Jersey residents, with a 24/7/365 call center offering help to access essential services. Serving as the state's one-stop, social services hotline, NJ211 is the starting point for housing resources, food or home energy assistance, addiction and mental health supports, health care coverage, and more. We encourage mayors to list their town's/city's programs and services with NJ211, and to refer constituents for ALL their social service needs. [Get listed today!](#)



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## [Learn Strategies for improving Social Determinants of Health by Registering for this Upcoming Webinar](#)

Join the Federal Reserve Bank of New York on Thursday, June 27, for a virtual event on investment strategies to improve social determinants of health, like access to nutritious food and safe outdoor play areas for children and teens. The event will cover the importance of a healthy childhood, child-centric urban planning, and child-focused investing. This is the second event in a series on global ideas for place-based investments in health.

Register Today



## FUNDING OPPORTUNITIES

## [Exciting opportunity to learn about Participatory Budgeting in NJ with a 5 week Learning Cohort this fall](#)

The Participatory Budgeting Project aims to grow people power across NJ with community-led decision-making. [Participatory budgeting](#) (PB) is a democratic process used across the world that allows community members to directly decide how public funds are spent by steering the process, proposing ideas, and voting on the final proposals. It fosters collaboration, builds community power, and leads to more effective and impactful budget decisions.

This 5-week learning cohort will focus on exploring participatory budgeting, training participants in how it works, and giving them the tools and resources to advocate for it in their communities.

For more information check out the [website](#).

You can also watch the information session [here](#) and click here for the [slideshow](#).

Email [nisha@participatorybudgeting.org](mailto:nisha@participatorybudgeting.org) if you have any questions.

Apply by July 26

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## [Secure up to \\$25,000 Grant for Community Health Initiatives through the Arts](#)

Collaborate with local arts organizations to apply for funding from [The Horizon Foundation for New Jersey](#). The Foundation is emphasizing the powerful role the arts can play in promoting health and conveying important health messages. Grants up to \$25,000 are available for innovative programs that encourage healthy behaviors, promote dialogue on health issues or raise awareness of health services. **Submit your proposal by September 13, 2024, for a chance to start your program on January 1, 2025.**

Apply Now

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## [Nominate Local Changemakers for the Community Food Funders Champion Award](#)

**Mayors**, are you championing positive change in our food system? Consider nominating local organizations for the [Community Food Funders Champion Award](#). This honor recognizes non-profits dedicated to transitioning our food system toward honoring people, the environment and sustainable economic models. The selected awardee receives a \$10,000 grant to fuel their impactful work and the opportunity to showcase their initiatives at the [Community Food Funders Annual Gathering](#). **Submit nominations by June 28, 2024.**

Apply Now

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## [Partner with Local Art and History Non-Profits to Facilitate Cultural Investment in your Community](#)

**Mercer County Mayors and community leaders:** Work with art and history-based non-profits to access the LAP Grant Program by the Mercer County Division of Culture

& Heritage (MCDC&H). These grants foster diverse arts projects and community initiatives and are intended to promote the growth of and expand the public impact of community-based arts organizations and arts projects. **Applications are due by July 1, 2024.**

Apply Now

**THANK YOU TO OUR 2023 - 2024  
MAYORS WELLNESS CAMPAIGN SPONSORS**

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MAYORS WELLNESS CAMPAIGN.

NEW JERSEY HEALTH CARE QUALITY INSTITUTE



More Information:

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Become a Member: Virginia Tesser - [vtesser@njhcqi.org](mailto:vtesser@njhcqi.org).

To learn more about our current initiatives, please visit our website at [www.njhcqi.org](http://www.njhcqi.org).

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