

# MAYORS WELLNESS CAMPAIGN ACTIVITIES 2024-2025

As a mayor or community leader, you play a key role in fostering a healthy and equitable community. The Mayors Wellness Campaign (MWC), run by the New Jersey Health Care Quality Institute (Quality Institute) in partnership with the New Jersey State League of Municipalities offers assistance, guidance and resources improve your community's health and wellness.

## WHY YOU SHOULD JOIN OR RECOMMIT TO THE MWC:

### Engage in Training Activities:

Access virtual and in-person activities to enhance your community's wellness initiatives

### Showcase Your Work:

MWC helps you publicize the work you are doing to improve resident health

### Participate in Collaborative Forums:

Exchange ideas and best practices with other local leaders to strengthen your programs

### Gain Public Recognition:

Highlight your community through awards and statewide recognition as a healthy place to live, work, and age in place

### Access Technical Assistance:

Receive guidance from MWC staff for your community's health needs

### Access Funding Opportunities:

Access financial incentives available to MWC towns to support and expand your initiatives

### Connect to Subject Matter Experts:

Get connected to Quality Institute partners for insights and guidance on health and wellness topics

### Gather Community Data:

Through the MWC you'll gather data and have a better understanding of your community's health needs, strengths, and areas of opportunity



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## JOIN IN ON THE MWC 2024-2025 ACTIVITIES!

Stay tuned for details on each activity. For questions or more information about the MWC, contact: [Julie DeSimone](mailto:jdesimone@njhcqi.org), Director of Community Health, at [jdesimone@njhcqi.org](mailto:jdesimone@njhcqi.org) or 609-452-5980.

### OCTOBER

#### Sign the MWC Pledge & “Put Your Town on the Map” Campaign

- Recommit to health and wellness by signing the [Annual Pledge of Participation](#).\*

#### MWC Health Champion Nomination

- Nominate a dedicated community member as MWC Health Champion to publicly recognize their commitment.\*

### DECEMBER

#### Webinar: “2024 New Jersey Healthy Town Application”

- MWC staff will answer questions about the application and provide examples from past designees.

#### MWC Health Champions Announced

#### Quarterly [Conversation of Your Life \(COYL\)](#) Partner Meeting

- meetings bring stakeholders together on advance care planning initiatives, share success, and provide guidance on fostering healthy aging. Contact Katie Bisaha at [Kbisaha@njhcqi.org](mailto:Kbisaha@njhcqi.org) to get started.

### NOVEMBER

#### Launch of the 2024 New Jersey Healthy Town Application

- Apply for this recognition through an annual competitive process for towns committed to health and wellness.

#### NJ State League of Municipalities Conference

- [MWC Panel Session](#): Join our panel, “Bringing Health to Your Community With the MWC,” where you’ll gain practical ideas and strategies from successful MWC communities to start or enhance your local health initiatives. *Public Health CEs available – tell your local health officers.*
- [MWC Booth](#): Consult with MWC staff, discover resources, and sign the pledge. Don’t forget to get a photo pointing your town out on the map.

#### Statewide Survey Campaign

- Contribute to the MWC vision and share your community’s health priorities by taking our Statewide Survey.\*

#### Introducing the MWC Community Hub

- Join our new online platform to connect with other MWC communities, share resources, and collaborate on health and wellness initiatives.

**\*Participating towns earn an additional entry to the MWC Incentive Drawing for funding support.**

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## JANUARY

### Winners from the MWC Incentive Drawing Announced

### Webinar: MWC Community Hub Launch

- MWC staff will walk you through the new online hub, including how to join and utilize it effectively.



## MARCH

### 2024 New Jersey Healthy Town Designees Announced

## APRIL - MAY

### Healthy Town Awards Presented to Designated Towns

### COYL events in honor of [National Health Care Decisions Day \(NHDD\)](#)

- Stakeholders across New Jersey host events to raise awareness about advance care planning and encourage meaningful conversations about health care decisions.

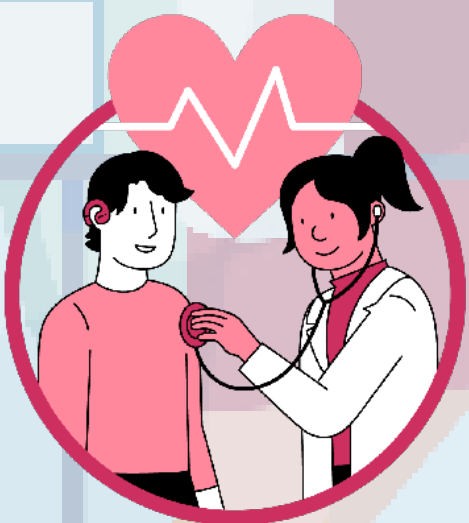
## JUNE - AUGUST

### County MWC Town Hall Meetings

- We convene mayors within each county for a virtual town hall to discuss community health priorities and challenges. This forum informs our activities for the upcoming year.

### Mayors Wellness Campaign Workshop

- This workshop provides focused training on community health priorities, tailored by your feedback. Stay tuned for details and check out our [Summer 2024 webinar](#).



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# MAYORS WELLNESS CAMPAIGN ACTIVITIES

## 2024-2025

### Crystal Tier



Hackensack  
Meridian Health

**Johnson & Johnson**



### Platinum Tier



FIDELIS CARE



Planned Parenthood of Northern, Central, and Southern New Jersey



### Gold Tier



### Silver Tier



CHEMED

