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

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## QUALITY INSTITUTE NEWS & UPDATES

### [Mayors, Which Healthy Town Designation will your Town Earn This Year?](#)

The MWC Healthy Town Designation is a competitive process where we recognize communities that have made health and wellness a top priority. We encourage your town to apply now! **Applications are due January 17, 2025 at 5 p.m.** Watch the **recording of our Healthy Town Webinar** to learn more.

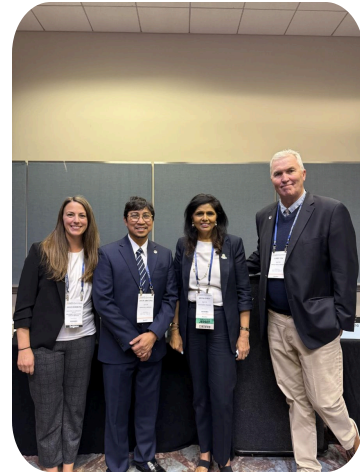
Watch the Webinar

Apply to be a Healthy Town

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## [Begin or Enhance your MWC with our 2024 League of Municipalities Panel](#)

At the 2024 New Jersey League of Municipalities Conference, our panel, “*Bringing Wellness to Your Community*,” brought together a full room of mayors, health officials, and community leaders to discuss innovative ways to build healthier, more connected towns. Featuring insights from mayors of Bergenfield, Montgomery Township, and Bradley Beach, the session highlighted the power of local partnerships, community inclusion, and data-driven programming. Explore the full recap and slides below.



Recap and Slides

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## [Meet our 2024 Champion of Health: Dina Robinson](#)

Thank you for your many submissions to recognize your Champions of Health, who support your MWCs. We are excited to announce our 2024 winner, **Dina Robinson**, from **the Borough of Franklin Lakes**. **Read more about Dina's efforts and our honorable mentions here.**



Champion of Health

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## [Meet the 2024 Mental Health Initiative Grant Recipients: Learn About Their Upcoming Initiatives](#)

This year, 11 New Jersey towns have been awarded \$127,500 in grants through the Mayors Wellness Campaign to promote mental health, reduce stigma, prevent intimate partner violence, and address substance use. These grants, made possible by Walmart, will fund impactful projects such as mental health training, support groups, and community education program, many focusing on underserved populations to reduce health disparities. **Discover how these towns are creating lasting change in their communities.**



## Mental Health Initiative Press Release

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## Events and Trainings



## [Join us for our next COYL Partner Meeting](#)

Join us for the next [Conversation of Your Life \(COYL\)](#) meeting on **January 22 at 12pm**. This session includes:

- A guest presentation by **Cathy Rowe, DrPH, Executive Director of [NJAAW](#)**, sharing findings from a statewide survey of older adults, including insights on retirement preparedness, long-term care, and advance directives.
- Regional breakout discussions to explore potential collaborations and initiatives.
- An open Q&A to gather feedback on COYL resources and support.

COYL empowers communities with educational materials on how advance care planning (ACP) is an important aspect of Healthy Aging. Learn more about COYL and access the free COYL Toolkit [here](#).

Join the COYL Partner Meeting

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## [Share our Upcoming Mental Health First Aid Training with your Residents](#)



With support from [The Horizon Foundation for New Jersey](#), we continue to provide **free Mental Health First Aid trainings** (MHFA) to people who work with youth and adults in the community. This training may be especially valuable to law enforcement, school employees, municipal employees, and those serving the public. **Register for our upcoming Adult MHFA Training on January 30, 2025 below.** For more information, reach out to Katie Bisaha at [KBisaha@njhcqi.org](mailto:KBisaha@njhcqi.org).

Register Today

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## [Join us for the MWC Community Hub Launch and Webinar](#)

Be part of the exciting launch of the **MWC Community Hub**, a powerful tool to support Mayors Wellness Campaigns across New Jersey. The Hub offers:

- Free wellness resources, including guides, tools, and templates to support your town's programs.
- A network to connect with other NJ towns and share ideas and successes.
- Centralized updates on events, trainings, and deadlines.
- Easy access to request specific resources tailored to your needs.

Don't miss the **MWC Community Hub Launch and Technical Assistance Webinar on January 14, 2025, at 12:00 PM**, where we'll walk you through the Hub's features and answer your questions.

Register for the Webinar



Sign up for the Hub

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## [Join Supportive Housing Association of NJ's Virtual Lunch and Learn to Learn About their New Aging in Supportive Housing Guide](#)



On **Jan. 7 from 12:00 - 1:00pm**, join the Supportive Housing Association of NJ (SHA) to review [the latest housing guide released by SHA](#). Hear about the partnerships, planning, and organizations behind these effective housing developments that provide affordable, accessible homes with support services tailored to the needs of a variety of populations. New supportive housing developments may help cities and towns fill affordable housing requirements.

[Register Here](#)

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## [New to Grant Writing? Register for NJ State Library's Introduction to Proposal Writing Webinar](#)



On **Dec.10 from 12:00 - 1:00pm**, join the the NJ State Library's webinar where you will get an overview of how to write a standard project proposal to a foundation, including:

- the basic elements of a grant proposal
- The "do's" and "don'ts" of writing and submitting a proposal
- How to follow up whether the answer is yes or no

[Register Here](#)

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## COMMUNITY RESOURCES

### [Mayors, Participate in our Annual Statewide Survey and Win Funds for your MWC](#)

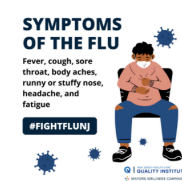
Participate in our [survey](#) by January 10, 2025, and share insights about your community and MWC programs with us. Your survey submissions will guide MWC priorities for 2025. Upon completing the survey, your town automatically enters the 2025 MWC Incentive Drawing, providing a chance to secure \$1,000 for your MWC initiatives. Utilize these funds for activities such as hosting health fairs, offering Mental Health First Aid training, or [conducting a walk audit](#).

Take the Survey

### [Promote Flu Vaccination in Your Community with Our Social Media Toolkit](#)

The Mayors Wellness Campaign Influenza Social Media Toolkit is your resource for encouraging flu vaccination this season. Use ready-to-post content, graphics, and key messages to remind residents about the importance of flu shots. This toolkit makes it easy to:

- Share impactful messages on social media with pre-made posts and images.
- Highlight the benefits of flu vaccination to protect individuals and the community.
- Direct residents to the [CDC's Flu Vaccine Finder](#) to locate nearby vaccination sites.



Download the images [here](#). If you don't have a Canva account, you can create a free one and request access to the images. Feel Free to add your organization's logo to the images. Then click "share" and "download."

Contact Us

[kbisaha@njhcqi.org](mailto:kbisaha@njhcqi.org)

[www.njhcqi.org](http://www.njhcqi.org)

Download the Toolkit

## THANK YOU TO OUR 2024 - 2025 MAYORS WELLNESS CAMPAIGN SPONSORS

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 MAYORS WELLNESS CAMPAIGN



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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