



NEWS RELEASE

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For Immediate Release

Cumberland County Health Department Kicks-Off “Live Healthy Cumberland County” A Community Program to Help 27 Local Corner Store Owners Stock Healthier Foods

BRIDGETON, N.J. (July 15, 2016) — Community leaders and public officials today kicked off “Live Healthy Cumberland County” with support from the New Jersey Health Care Quality Institute (NJHCQI) and a \$ 550,000 partnership grant from United Health Foundation.

The effort aims to reduce chronic disease by increasing the number of healthy food items available at 27 local corner stores throughout Cumberland County and providing free health screenings for residents.

Live Healthy Cumberland County is part of a public-private partnership with local health care and community leaders working to improve health and quality of life in Cumberland County, Trenton and Jersey City.

The grant will support five organizations and their affiliates participating in the project. In Cumberland County, NJHCQI partners with the Cumberland County Health Department and Inspira Health Network. NJHCQI project partners in Jersey City are the Jersey City Department of Health and the Jersey City Medical Center. The Trenton Health Team is NJHCQI’s project partner in Trenton.

“We greatly appreciate the work of Megan Sheppard and her staff at the Cumberland County Health Department in taking a proactive approach to address the health challenges we encounter in Cumberland County. We are also very appreciative of all the partners who have stepped up to help us bring this project to fruition,” said Board of Health Liaison Freeholder Carol Musso.

Live Healthy Cumberland County was created by the Cumberland/Salem/Gloucester Health and Wellness Alliance which includes representatives from more than forty-two organizations. The goal of Live Healthy Cumberland County is to improve health outcomes throughout the region. Cumberland County Health Department is partnering with the Vineland Health Department and Vineland YMCA to implement Live Healthy Cumberland County.

“The Cumberland County Board of Chosen Freeholders is very pleased to be a part of this collaborative effort. As this project moves forward it will create a healthier Cumberland County,” said Cumberland County Freeholder Director Joe Derella.

Local elected officials, Cumberland County residents as well as representatives from the Cumberland County Health Department, Inspira Health Network, the Vineland Health Department, Vineland YMCA, NJHCQI, UnitedHealthcare and local corner-stores joined the kickoff event.

“This initiative addresses some of the biggest barriers to health care our neighbors face by improving access to healthy foods, creating safe spaces to relax and exercise, and supporting other essential community services, said Linda Schwimmer, president and CEO of NJHCQI.

About New Jersey Health Care Quality Institute

The New Jersey Health Care Quality Institute is the only independent, nonpartisan, multi-stakeholder advocate for health care quality in New Jersey. The Quality Institute’s mission is to undertake projects and promote system changes that ensure that quality, safety, accountability and cost-containment are closely linked to the delivery of health care services in New Jersey. The Quality Institute partnered with the NJ League of Municipalities to create the Mayors Wellness Campaign, a program that empowers mayors across NJ with tools, strategies, and support to champion health and wellness in their communities.

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