



## **Application for New Jersey Healthy Town Designation**

Dear Applicant,

Thank you for your interest in the Mayors Wellness Campaign (MWC) Healthy Town designation. The MWC is a program of the New Jersey Health Care Quality Institute ([www.njhcqi.org](http://www.njhcqi.org)) in partnership with the New Jersey State League of Municipalities.

Now in our eleventh year, the MWC is devoted to continually improving our program and providing participating mayors with the best resources available. The questions in this application are designed to gauge the effectiveness of the MWC programs and indicate any opportunities for growth and reform.

The MWC Healthy Town designation is a great honor for towns, achieved through a competitive process. Recognizing the great achievements of all our applicants, we have three categories of awards:

- Continued Excellence Award (for previous Healthy Town Awardees);
- Healthy Town Award; and,
- Healthy Town to Watch Award.

The purpose of the awards is to recognize communities in which mayors are engaging with members of the community in order to make their communities healthier places to live, work, and play. The Awardees receive a sign for their town hall or municipal complex, a monetary award to support their MWC, are featured in a press release and on the New Jersey Health Care Quality Institute website, and are featured in an article for the New Jersey State League of Municipalities magazine.

The 2017 application for the MWC's annual Healthy Town designations is attached along with the rubric for scoring your answers.

The application deadlines are:

**Early Application Deadline: December 20, 2017**

\*Early applicants will receive two additional points to their overall score

**Deadline: January 20, 2018**

Please return your completed application to:

Email: [dlevine@njhcqi.org](mailto:dlevine@njhcqi.org)

\*For large files please use Dropbox or Google Drive.

**How to download and use Dropbox:**

1. Go to <https://www.dropbox.com/install>
2. Click 'Download Dropbox'
3. Click on the installed file
4. Click 'Run'
5. Sign in with email and password OR sign up
6. Click 'Open My Dropbox'
7. Click 'Get Started'
8. Go to [www.dropbox.com](http://www.dropbox.com)
9. Click 'Upload Files' to upload your Healthy Town application
10. Click 'Share' to the right of your uploaded file name
11. Share with [dlevine@njhcqi.org](mailto:dlevine@njhcqi.org)

**How to use Google Drive**

1. If you do not have a Gmail account go to [www.gmail.com](http://www.gmail.com)
2. Click 'Create Account'
3. Once you have created a Gmail account or logged into your Gmail account go to [www.drive.google.com](http://www.drive.google.com)
4. Click 'New' on the upper left of the screen
5. Select the file to upload
6. Click on the file you want to share
7. Click 'Share'
8. Share with [dlevine@njhcqi.org](mailto:dlevine@njhcqi.org)

**Healthy Town Designation Application**

**Municipality:**

**County:**

**Population Size:**

**Area (Sq. Miles):**

**Contact Information:**

Mayor's Name:

Email:

Phone Number:

Additional Contact Person's Name:

Email:

Phone Number:

Municipal Address:

**MWC Start Date:**

**Municipal Website:**

1. The New Jersey Health Care Quality Institute's (NJHCQI) Mayors Wellness Campaign (MWC) recommends getting the facts about your town's health when creating your MWC to ensure that your programming addresses the greatest health needs and challenges in your community. What type of research was conducted to assess the health needs of your town? (Access to services, transportation, education/health literacy, language barriers). Did you look at a community health needs assessment, obtain feedback from residents, look at statistical data from a health office, etc.? *(No more than 500 words)*
2. Please list the health goals your MWC is trying to address. *(No more than 100 words)*
3. Does your MWC incorporate different organizations and community stakeholders in the execution of MWC programs? Were residents (or their input) involved in creating the programs? *(No more than 250 words)*
4. Describe how your MWC programs were promoted to make sure residents were informed. Please include all social media handles such as Facebook, Twitter, email, websites, etc. Feel free to show us your logo or attach any other promotional materials you created for the MWC. *(No more than 100 words)*
5. Did your MWC address a diverse population of individuals? If so, please describe populations reached (ex. youth, senior, overall community, employees, varying geographic locations, socioeconomic status, ethnicity, religious background). *(No more than 250 words)*
6. How many MWC programs involved the direct input or presence of the Mayor? Please list. *(No more than 100 words)*
7. List and describe up to 10 innovative programs offered by your MWC. Did it address multiple wellness components (ex. fitness, nutrition, prevention/screenings)? Does the content of the program reflect the community health needs and goals? *(No more than 250 words)*

8. Approximately how many people participated in MWC programs last year?
9. Approximately how much money did your MWC spend on programming last year? Were any MWC programs sponsored by local businesses? If so, please describe how funds and resources were utilized. *(No more than 100 words)*
10. How many of the NJHCQI's MWC tools did you adapt for your MWC? Please list. (Tools available here: <http://www.njhcqi.org/initiative/mayors-wellness-campaign/mwc-tools/>) *(No more than 100 words)*
11. Does your MWC programming link back to the NJHCQI's MWC – both conceptually and through web and promotional materials (ex: acknowledgement of the NJHCQI's MWC, or linking to the NJHCQI webpage)? If so, please describe. *(No more than 100 words)*
12. Does your MWC have an ongoing relationship with NJHCQI (ex: regular communication with NJHCQI staff)? *(No more than 100 words)*
13. How were your MWC programs evaluated? Feel free to attach any surveys or other evaluation tools. *(No more than 250 words)*
14. Has there been any progress on achieving your health goals for your town? Please describe. *(No more than 100 words)*
15. Will residents be able to utilize what they learned from your MWC programs in their daily life? Are your MWC programs contributing to sustainable change? *(No more than 250 words)*
16. Does your MWC have future health goals in mind? If so, please describe. *(No more than 100 words)*

For more information regarding the Mayors Wellness Campaign please visit:  
<http://www.njhcqi.org/mwc> Please email [dlevine@njhcqi.org](mailto:dlevine@njhcqi.org)  
or call 609-452-5980 with questions.

**Thank you for your time and dedication on your Mayors Wellness Campaign, and for applying for the Healthy Town designation! We will notify you of the results as soon as possible.**

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