

Mayors Wellness Campaign Healthy Town Designation Rubric

Criterion	Score (1-3)			Total Points
	1	2	3	

Background, Purpose, and Rationale

<p>Research Was there research conducted to assess the health needs of the town? Did the town assess health challenges facing the community? (Ex. access to services , transportation, education/health literacy, language barriers)</p>	No prior research conducted to assess needs of town.	Some prior research conducted to assess needs of town.	Significant research was conducted to assess needs of town.	
<p>Goal Did the town set clear health goals to accomplish through their programs?</p>	Town did not set health goals.	Town set few vague or broad goals.	Town set clear, reasonable, and appropriate health goals.	
<p>Steering Committee Do multiple organizations, stakeholders, and departments collaborate in discussion and execution of the MWC programs?</p>	Town only had singular planner in program.	Town incorporated input from few other sources.	Town has strong and diverse steering committee presence.	
<p>Marketing and Communication How well did the town promote their events (flyers, social media) to make sure the residents were informed?</p>	Town did not promote event. Residents were uninformed.	Town used little promotion, used one form of communication.	Town promoted events extensively. Residents were well-informed.	

Programming

<p>Population Did the program address a diverse population of individuals? (Ex. youth, senior, community, employer, varying geographic locations, socioeconomic status, ethnicity, religious background)</p>	<p>Program did not address a diverse population.</p>	<p>Program featured very little diversity.</p>	<p>Program was inclusive and addressed diverse populations of individuals.</p>	
<p>Involvement of Mayor How involved was the mayor of the town in the execution of the community programs?</p>	<p>No involvement of Mayor in the community programs.</p>	<p>Some involvement of Mayor in community programs.</p>	<p>Mayor was very involved in local MWC programming & attends many events.</p>	
<p>Content of Program Was the health programming innovative, interesting, and varied? (Cook-offs, lectures, fairs) Did it address multiple wellness components (Fitness, nutrition, prevention/screenings)? Does the content of the program reflect the community health needs and goals?</p>	<p>Programs contained little to no valuable content.</p>	<p>Programs addressed health components but were not varied.</p>	<p>Program content was exceptional, innovative, and interesting. Program content addressed health needs, goals and featured varied programming.</p>	
<p>Funding and Resources Were funds and community resources efficiently utilized? Were local sponsors and businesses involved?</p>	<p>Funds were not efficiently obtained or utilized.</p>	<p>Funds were efficiently utilized but there was no community outreach.</p>	<p>Funding was efficiently obtained and utilized. Diverse use of community partners.</p>	
<p>Community Involvement How involved was the community in the program (planning, executing, attendance)?</p>	<p>Community was not involved in program.</p>	<p>Community was somewhat involved.</p>	<p>Community was very involved in planning, executing, and attending.</p>	

Relationship with New Jersey Health Care Quality Institute (NJHCQI)
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<p>Utilization of MWC toolkit & resources How well were MWC resources utilized and adapted to meet the needs of the town?</p>	<p>No MWC tools were utilized.</p>	<p>Some MWC tools and ideas were utilized.</p>	<p>MWC tools and program ideas were extensively utilized and were enhanced to meet town's needs.</p>	
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Promotion & Engagement Does the local MWC programming link back to the NJHCQI's MWC—both conceptually and through web and promotional materials?	No acknowledgement of NJHCQI's MWC.	Some acknowledgement of NJHCQI's MWC.	Use of NJHCQI's MWC mission is apparent. Links to our webpage and program are prominent.	
Relationship with NJHCQI's MWC Does the town have an ongoing relationship with the NJHCQI's MWC?	Poor relationship with NJHCQI- little communication.	Minimal relationship and sporadic contact with NJHCQI.	Consistent communication with NJHCQI and attends NJHCQI events such as New Jersey State League of Municipalities panel and fitness event.	

Evaluation

Feedback Did the town collect feedback for self-evaluation?	No method in place for self-evaluation and feedback is inadequate.	Method in place but is not being utilized or enforced.	Metrics established to evaluate programming. Positive feedback.	
Health goals and Behaviors Has there been any progress on achieving health goals? Did the local MWC promote healthy behaviors?	No attempts to meet health goals have been made with programming.	Program has been crafted to address health goals, but little progress has been made.	Program was crafted to address health goals and healthy behaviors, and there is significant progress in meeting goals OR goals have actually been met.	

<p>Sustainability Will the residents be able to utilize what they learned from the program in their daily life? Is the program contributing to sustainable change?</p>	<p>No lasting effects of Campaign apparent.</p>	<p>Campaign consists of one-time events rather than programs that encourage lifestyle change or increase in health literacy.</p>	<p>Campaign has had positive impact on community and tangible change in individual behavior and attitude has been noted.</p>	
<p>Future goals Does the town have future goals in mind?</p>	<p>Town did not report future-oriented goals.</p>	<p>Town has set vague future goals.</p>	<p>Town has clear, realistic, and relevant future goals.</p>	
<p>Applicant submitted Healthy Town application:</p>			<p>+2 points</p>	

Total Points: /50