



Mayors Wellness Campaign
Put your community in motion.

Environment & Health



NATURE AND WELLNESS



BRAINS, BODIES AND THE GREAT OUTDOORS

- For improving physical and mental well-being, nature is therapeutic.
- **Studies** show that being outside reduces the risk of high blood pressure, coronary heart disease, and cardiovascular illnesses. It also relieves stress, boosts your immune system and improves mental health.
- Getting everyone to connect with nature will boost your municipality's overall health and well-being.
- Hold an event, or a series of community events outdoors to help your community connect with nature.



ACTION STEPS

Get the Word Out

- Make posters or flyers.
- Post on social media.
- E-mail community centers, senior centers and schools about your nature events to get people excited and involved.

Hike

- Create a "Hike with the Mayor" program to help your community connect with nature and each other.
- Plan a day when the weather is nice to take a walk on a nature trail near you.
- Tout the health benefits of walking, which reduces stress and the risk of high blood pressure.

Cycle

- Plan a weekly or monthly cycling group that takes advantage of local trails.
- Invite all members of the community to join a "Bike With the Mayor" event.
- At your first "Bike With the Mayor" event, discuss the importance of wearing helmets. Ask a local bike shop to attend the event to check that all participants are wearing their helmets correctly.

FOLLOW THEIR LEAD!

Bay Head hosts an annual Sunset Paddle on Twilight Lake as part of its "GO Bay Head!" Mayors Wellness Campaign. Residents are invited on the first Sunday of every month throughout the summer to join a community paddle on the lake with Mayor Bill Curtis. Residents can bring their kayak, canoe or paddle boards and join him on a community paddle. Bay Head also encourages residents to volunteer for the Spring Clean-Up of Bay Head. With these activities, Bay Head residents are actively supporting and using the natural resources around them to live a healthy lifestyle.

Kayak

- Kayaking is a great exercise that can be enjoyed by people of all ages.
- Plan a fun day of community kayaking on a nearby lake, river, or canal.
- Partner with a local kayak rental agency and book multiple days for a “Kayak with the Mayor” event.

MORE RESOURCES

New Jersey Trails

D&R Greenway Land Trust

New Jersey Conservation Foundation

5 Reasons Getting Outside is Good for You