



Mayors Wellness Campaign Press Toolkit

Mayors and their staff should have an active media plan and presence to get the word out about their Mayors Wellness Campaign (MWC) work, activities, and results.

We developed this toolkit to help you.

- 1) Sample Mayoral Proclamation**
- 2) Sample Council Resolution**
- 3) Social Media Plan and Sample Posts**
- 4) Sample Annual Press Release**

SAMPLE MAYORAL PROCLAMATION

NEW JERSEY
HEALTH CARE
QUALITY
INSTITUTE



Mayors Wellness Campaign

Put your community in motion.



Municipality of _____
MAYOR'S PROCLAMATION

WHEREAS, across New Jersey, the conditions in which we live, work, and age in combination with wellness, particularly rising obesity rates and decreasing physical activity, impacts our overall health; and

WHEREAS, the New Jersey Health Care Quality Institute's Mayors Wellness Campaign, in partnership with the New Jersey League of Municipalities, recognizes that Mayors and other local leaders can be effective champions of community health and wellness; and

WHEREAS, the goal of the Mayors Wellness Campaign is to improve the health and wellness of New Jersey communities; and

WHEREAS, the Mayors Wellness Campaign provides communities with technical assistance, evidence-based resources, and other support to implement community health and wellness improvement initiatives; and

WHEREAS, [Municipality] cares deeply about all of its residents and the future health and wellness of its community members; and

WHEREAS, the Mayors Wellness Campaign will work to implement a comprehensive program to create and sustain local activities to improve wellness in [Municipality]; and

NOW THEREFORE BE IT RESOLVED, that I, Mayor _____, ask that all residents of this community join me in supporting and actively engaging in our local Mayors Wellness Campaign; and

BE IT FURTHER RESOLVED, that I encourage the residents of [Municipality] to participate in Mayors Wellness Campaign activities as we work towards living healthier lives and improving the health and wellness of our community.

Signature of Mayor
[Insert Official Seal]

SOCIAL MEDIA

Social media is a cost-effective method of reaching and engaging with a broad audience in order to both advertise and share the health initiatives occurring in your Mayors Wellness Campaign. To successfully utilize social media, you will need Facebook, Instagram, and Twitter accounts and someone to manage them. Regularly updating social media allows for increased interactions and awareness amongst MWC towns.

- 1) FACEBOOK-** Update your status regularly to share healthy tips, event details or pictures of events. Use the hashtag #MayorsWellnessCampaign to engage with other towns. Consider adding the MWC logo to the banner for your town's Facebook profile. You can download the MWC logo at www.njhcqi.org/mwc/about.

Example post:

"We are excited to make our community a healthier place to live, work, and play with the Mayors Wellness Campaign! Join us at our local park to Walk with the Mayor on [insert date]!" [Insert Your Town's Handle] @NJHCQI #MayorsWellnessCampaign.

- 2) TWITTER-**

Share your Mayors Wellness Campaign events with your residents to get them out and moving. Tweet pictures, events, and healthy tips using the hashtag #MayorsWellnessCampaign. Follow our account @NJHCQI. We'll retweet your tweets and help you spread the word about your great work.

Example tweets:

"Join us for a Healthy BBQ Cook-off on Saturday August 3rd 1pm at Holmdel Park #FamilyFunMonth #MayorsWellnessCampaign @NJHCQI [Insert Your Town's Handle]"

"Join us for a Walk with the Mayor on Friday Nov. 8th 10am at Town Hall to raise awareness for #NationalDiabetesMonth #MayorsWellnessCampaign @NJHCQI [Insert Your Town's Handle] [Add picture of flyer]"

You can download the MWC logo at www.njhcqi.org/mwc/about.



SAMPLE ANNUAL PRESS RELEASE

[Add logos here of your municipality, the Mayors Wellness Campaign, and or/ your local MWC logo.]

**For Immediate Release [Date]
number]**

Contact: [Name] [Phone

[Insert Municipality] – Mayor [Insert Name] announced today that [he/she] will renew [his/her] commitment to improving the health and wellness of (Municipality) by signing the Mayors Wellness Campaign (MWC) Annual Pledge of Participation and announcing wellness activities that local residents can attend this year. The partnership between [Insert Municipality] and the MWC began [insert number] years ago in an effort to encourage the local community to get on the path to active living and healthier lifestyles.

The MWC (www.njhcqi.org/MWC) is an initiative of the New Jersey Health Care Quality Institute (www.NJHCQI.org) in partnership with the New Jersey State League of Municipalities (www.njslom.org). One of the main goals of the MWC is to improve the overall health and wellness of New Jersey communities. Through public-private partnerships, the MWC provides structure and evidence-based resources for community health initiatives. By encouraging mayors to play a leadership role in supporting opportunities for active and healthy lifestyles and incorporating the social determinants of health into all policies, New Jersey is becoming a national leader in community-based health interventions.

[Municipality] has utilized the partnership with the MWC to host [list health programming, ex. walk with mayor]. These events have encouraged both healthy lifestyles and increased community awareness of the factors contributing to health outcomes. “I have seen the positive impact that the Mayors Wellness Campaign has had on our community,” said Mayor [Name]. “I am excited to recommit [Municipality] to working to improve the health of our community.”

For additional information, please go to www.njhcqi.org/MWC. [You can insert your municipality’s website or information on who to contact for more information here.]