

The Mayors Wellness Campaign

The Mayors Wellness Campaign (MWC) is a statewide community health initiative of the New Jersey Health Care Quality Institute in partnership with the New Jersey State League of Municipalities. This initiative was started in 2006 to leverage community leadership as a strategy to improve health in New Jersey's municipalities. The MWC provides mayors and their staff evidence-based tools and strategies to champion healthy and active living to improve the overall health of their communities.

Over the past twelve years, the Mayors Wellness Campaign has grown to encompass over two thirds of the state's municipalities. Mayors have led walks and weight-loss challenges, helped build community gardens, organized healthy cooking classes, created healthier corner stores, and even hosted conversations about advance care planning. Thanks to the mayors' leadership and commitment to health, New Jersey's communities are better places for residents to live and thrive.

As part of the MWC, a town should work to promote health in the following domains: youth; seniors; employees; and communities. When mayors promote healthy living, they can drive communitywide change. Mayors can increase the opportunities for their residents to improve their overall health and well-being by focusing on a variety of areas that can impact health such as physical activity, nutrition, built environment, education, all through a social and community context. Additionally, by participating in the MWC, communities are eligible up to 25 Sustainable Jersey points through the 'Building Healthier Communities' action. The MWC gives you the platform and tools you need to make your community a healthier place to live, work, and play.

To learn more about MWC towns and to see what they are up to, visit our webpage at www.njhcqi.org/MWC or contact info@njhcqi.org.