



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. The MWC provides mayors and their teams with evidence-based tools and strategies to champion healthy and active living and to improve the health and wellness of their communities. Over the past thirteen years, the MWC has grown to include 407 participating communities, 72% of the state's municipalities, with more joining every year. The MWC has evolved to expand its focus to cover the social determinants of health that impact health outcomes.

The MWC provides Mayors with support and guidance to organize a local MWC Committee and identify pressing local health needs. Through our online MWC Toolkit, we offer 28 tools featuring free or low-cost programming ideas with step-by-step instructions to implement them. The MWC Toolkit provides evidence-based strategies in the following categories:

- Physical Health and Nutrition
- Environment and Health
- Education and Health
- Arts and Health



Throughout the year, Quality Institute staff work to support mayors and local MWC Committees to plan and implement programming to promote health in the following domains: youth; seniors; employees; and communities. Some popular programs include:

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| <ul style="list-style-type: none"> • Walk with the Mayor • Conversation of Your Life • Community Harvest | <ul style="list-style-type: none"> • Addressing Mental Health Awareness • Walk and Talk on Health • Driving Towards Better Health |
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Benefits of joining the MWC include:

- Access to Quality Institute staff for guidance on developing and sustaining your MWC
- Information on grants and funding opportunities
- Access to volunteer networks to enhance programming (e.g. volunteer nurses, dieticians)
- Connections to local health care partners
- Promotional materials to help publicize events and the campaign
- In-person and online education and networking opportunities with MWC towns and health care leaders from across the state
- Eligible for up to 25 Sustainable Jersey points

To join, a mayor signs an online [MWC Pledge of Participation](#) and the Quality Institute staff will be in touch to get started. The MWC gives mayors the platform and tools needed to make their community a healthier place to live, work, and play.

To learn more about the MWC visit our webpage at www.njhcqi.org/Mayors-wellness-campaign or contact us at info@njhcqi.org. And sign the [MWC Pledge of Participation](#) today.