



## Elevator Pitch

The Mayors Wellness Campaign is a statewide community health initiative of the New Jersey Health Care Quality Institute and the New Jersey State League of Municipalities. The MWC provides evidence-based tools and strategies to mayors and community leaders to help their residents achieve more active, healthier lifestyles and to improve the health and wellness of their communities. Over 400 of the state's municipalities have joined the Mayors Wellness Campaign. Benefits of joining include access to dozens of tools to plan free or low-cost programming, information about funding opportunities, eligibility for up to 25 Sustainable Jersey points, and a chance to be designated as a MWC New Jersey Healthy Town. Quality Institute staff offer support and guidance throughout every step of your MWC planning and programming.