



## A Call for Community Action



Mayors Wellness Campaign  
Put your community in motion.

New Jersey communities are currently facing many challenges due to the current public health crisis. With residents practicing social distancing, it is important to develop creative ways to engage with your communities. Below are some ideas about how to get your community involved to help those in need and build resilience in your town. Many of these options not only provide a service to those struggling, but also help those who are looking to volunteer and give back to their community. The first step in this process is to designate a point of contact for COVID-19 related news, donations, and volunteer communications. That could be the Mayor, your local Public Health or Human Services officers, or another designee.



**Get the word out about community engagement through your websites, social media accounts, and newsletters. Consider having designated space devoted to resources and information for COVID-19 on your municipal website. For ideas, take a look at the [Paterson](#), [Princeton](#), and [Morristown](#) town websites.**

### How to Engage with Your Community During the COVID-19 Crisis



**Volunteer Hotline:** Develop a volunteer led hotline where residents can call in to get information, ask for help with getting groceries (if they are unable to go to the store), or even to just connect with someone, especially if they are feeling isolated and alone.

**Support Local Hospitals:** Mayors can reach out to local hospitals to find out what kinds of donations are needed. Mayors can then create a coordinated response from the community to help get donations to the hospitals safely by facilitating donations through a designated point of contact and scheduling deliveries with the hospitals. By doing so, you can reduce the coordination needed by the already overwhelmed hospital staff.



**Create PPE:** Ask your community to help create facemasks for hospital staff or local health care providers who still need to see patients. There are many resources and instructions online, such as options from [Joann's Fabrics](#).

**Donate Food:** The economic impact of this crisis has left many New Jersey residents experiencing food insecurity. In addition to donating and volunteering, you can work with your local food bank or pantry to help get the word out about what is needed in your community.





**Stay Plugged In:** Follow local health care providers and hospital systems on social media. This can be a great way to stay informed about what their needs are and how you can help.

**Thank You Cards:** Ask the children (or adults) in your community to create “thank you” cards for health care workers, public safety workers, grocery store workers, delivery men and women, and any other essential workers that are continuing to serve our communities. Not only will this show gratitude to those individuals, but it also gives parents an activity to do with their children.



**Encourage Giving Back:** Encourage residents that may not be financially affected by the current crisis to make donations to local nonprofits. Like many businesses, nonprofits are being hit hard by this public health emergency and are vital to providing services to the community, more now than ever.

**Blood Drive:** Partner with your local [Red Cross](#) office to get the word out about blood drives and encourage residents to find a blood drive near your community. This virus has caused an increased need for blood donations and this can be a great way for healthy community members to give back.



**Make Your Town Count:** The 2020 Census is still being conducted and is still extremely important for New Jersey communities. Encourage residents that are stuck at home to take the time to complete their [census survey online](#).

**Support Local Business:** The first priority during this crisis should be to follow all regulations, guidelines, and to practice social distancing. However, small businesses are struggling, so (when it can be done safely), encourage residents to support local restaurants and shops. Many restaurants are offering online ordering and curbside pickup to avoid contact. Put out a list of businesses that are offering online ordering or delivery to encourage residents to patron these establishments.



For more information about the Mayors Wellness Campaign, how to get involved in your town’s MWC, and to access additional resources, please visit our [MWC webpage](#) or contact [Julie DeSimone](#), Program Officer, at [info@NJHCQI.org](mailto:info@NJHCQI.org).