



NEW JERSEY HEALTH CARE QUALITY INSTITUTE

A BI-WEEKLY LOOK AT THE BUSINESS & POLITICS OF HEALTH CARE IN NEW JERSEY



PRESIDENT & CEO, LINDA SCHWIMMER **COVID-19 Can't Stop the COYL Conversation**

Our [Conversation of Your Life \(COYL\)](#) program has historically relied on the power of our in-person community gatherings at libraries, community centers, places of worship, and other meeting spots. People came together to learn about and discuss end-of-life care options — and how to create and share their wishes through advance directives. These in-person conversations were so valuable to easing people through these often-difficult topics. Then COVID-19 took away our ability to gather at the very moment these conversations became even more important.

But the global pandemic has not stopped our COYL task forces across New Jersey. Our team and COYL volunteers immediately implemented creative ways to keep the conversation going. We created a one-page document, “[Advance Care Planning: Preparing for the Unexpected](#),” to guide people on how to document and share their wishes, as well as how to select someone to speak for them if they could no longer speak for themselves.

We're now asking you, our members, to help share these materials with your organizations and to consider getting more involved. We're seeking new Co-Chairs for task forces in several counties and we're eager for new partners to join us.

[Read Full Story](#)



**STEVEN H. LANDERS,
MD, MPH**

**PRESIDENT & CEO, VISITING NURSE
ASSOCIATION HEALTH GROUP, INC.**

TAKE FIVE INTERVIEW

Interviews with members, influencers, and noteworthy people

Steven H. Landers, M.D., MPH, is President & CEO of the Visiting Nurse Association Health Group, Inc., one of the nation's largest not-for-profit home health care providers. The organization, headquartered in New Jersey, is a long-time member of the Quality Institute.

Interview Sneak Peek: *What more can be done to strengthen our public health so that we are better prepared for future health crises?*

When you stress the health care system like this — people have emergency childcare issues, some people are sick, and some people have chronic conditions — we're just not prepared enough in terms of the front-line nursing workforce. I'm a big advocate for expanding training of nurses and other front-line caregivers. We can also do more on coordination across different agencies on a range of issues from personal protective equipment to testing because it's clear all the fragmentation has slowed down our ability to respond.

[Read Full Interview](#)



MAYORS WELLNESS CAMPAIGN®

NEW RESOURCE: MAYORS WELLNESS CAMPAIGN HANDBOOK



NEW JERSEY
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This week, we are excited to announce the release of our newest Mayors Wellness Campaign (MWC) resource, the *Mayors Wellness Campaign Handbook*, supported in part by the [Russell Berrie Foundation](#). As the official resource for mayors, public health officials, and champions of community change, this handbook is a comprehensive guide to starting, maintaining, and revitalizing MWC towns and

communities.

Containing impactful tools and materials, such as resources to assist with local needs assessments, an annual checklist, and strategies for developing and implementing programs, this handbook provides MWC towns with easy-to-follow guides and everything else they need to make a positive impact in their communities.

Members, we encourage you to share this handbook with mayors and community leaders in your area. Help jump-start your local MWC to further enrich and develop your community into a healthier place to live, work, and play.

View & Download the MWC Handbook



For information on how to join, please contact Virginia Tesser at vtesser@njhcqi.org.

To learn more about our current initiatives, please visit our website at www.njhcqi.org.

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