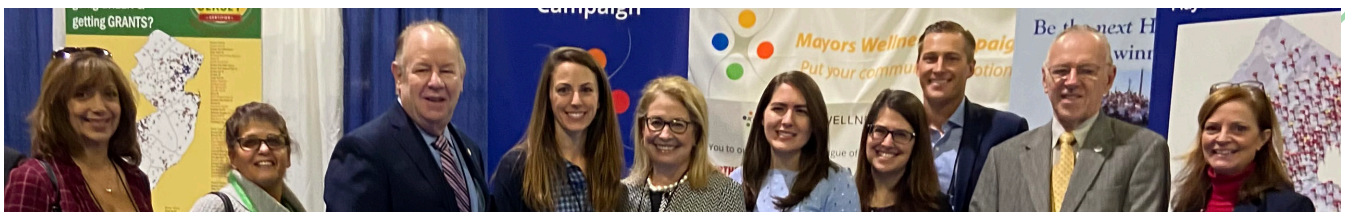




2020-2021 VIRTUAL CAMPAIGN

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 community leaders with technical assistance and guidance to improve the health and wellness of their communities.

The ongoing pandemic has required flexibility and operational adjustments to almost all aspects of life, and the MWC program is no exception. To meet the needs of communities during these challenging times, the MWC is adapting our support of mayors and MWC committees to a virtual platform. We are dedicated to providing you with the tools and strategies you need, while encouraging social distancing and safe public health practices. Over the next ten months we have an active agenda of activities to help you grow your program and meet your community's needs during this unprecedented time. Despite current challenges, the MWC is working to support your efforts to make your town a healthier place to live, work, and play.



What to Expect

- Webinars featuring health leaders and experts
- Forums to share best practices and collaborate with neighboring towns
- Technical assistance on areas of community need
- Highlights of communities and individuals championing health and wellness
- Meaningful incentives that support community level work
- Opportunity to share data and feedback about your MWC program



Information regarding the details of each activity will be distributed over the coming months.

For questions about any of these events or to learn more about the MWC program contact: [Julie DeSimone](#), MWC Program Officer at: jdesimone@njhcqi.org or 609-452-5980.



MWC Agenda: Virtual Activities

December

- **Webinar: 2020 New Jersey Healthy Town Application**
MWC staff will answer your questions about the application and provide examples from past Healthy Town Designees.
- **MWC Healthy Champions Announced**

January

- **Winners from the MWC Incentive Drawing Announced**

February

- **Mayors Wellness Campaign Workshops**
Workshops for local officials, public health officers, and MWC volunteers on community health topics.

April

- **Healthy Town Awards Presented to Designated Towns**

May to July

- **County MWC Town Hall Meetings**
Participate in a Town Hall Meeting with other leaders in your county to hear challenges, successes, and program ideas from your neighbors.
- **Host a MWC Meeting Campaign**
Learn the benefits of hosting regularly scheduled MWC Committee meetings and receive tools to help you ensure the success of your committee.

October

- **Sign the Pledge & Put Your Town on the Map Campaign**
Each year mayors throughout the state are encouraged to recommit to improving the health and wellness of their communities by signing the annual MWC Pledge of Participation. All towns that participate will be entered into the MWC Incentive Drawing.
- **Webinar: Chat with Health Care Leaders**
The MWC will host a conversation with leading experts on public health to provide current information about how you can continue to support the health of your community on the local level.
- **MWC Healthy Champion Nomination**
Nominate someone who has shown a dedication to health in your town to be awarded as MWC Healthy Champion.

November

- **Launch of the 2020 NJ Healthy Town Application**
Healthy Town designations are a great honor for towns, achieved through a competitive process. This year's application will focus on how towns have adapted their programming to respond to the pandemic.
- **Participation in the League of Municipalities Virtual Conference**
• Webinar - *Bringing Health to Your Community With the MWC*. Join 3 NJ mayors in a panel presentation about the MWC in their towns. Public Health CEs available.
- Visit MWC staff at the Virtual Exhibit Hall.
- **Statewide Survey Campaign**
Complete an online survey to provide MWC data from your town. All towns that participate will be entered into the MWC Incentive Drawing.

March

- **2020 New Jersey Healthy Town Designees Announced**

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