



MAYORS WELLNESS CAMPAIGN

Leveraging Volunteers in
Community Programs

February 24th , 2021

Julie DeSimone, LSW

Program Officer, Mayors Wellness
Campaign



NEW JERSEY
HEALTH CARE

**QUALITY
INSTITUTE**

- Quality Institute and community health initiatives overview.
- Benefits to utilizing volunteers to support your local MWC program.
- Strategies for engaging volunteers in your community.
- Tips for successfully managing volunteer efforts.

About the Quality Institute

- As a nonprofit organization, the Quality Institute is the only independent, multi-stakeholder advocate for health care quality in New Jersey.
- Our mission is to improve the safety, quality, and affordability of health care for everyone.
- At the Quality Institute, we believe that collaboration is essential to improving our health care system.

A TRUSTED VOICE IN HEALTH CARE QUALITY

Conversation of Your Life (COYL)

4

- Aim: to change the culture in New Jersey around advance care planning.
- COYL focuses on community conversations around advance care planning.
- COYL provides education to health care providers, employers, community leaders.
- COYL supports policy change and technology use that improves advance care planning.

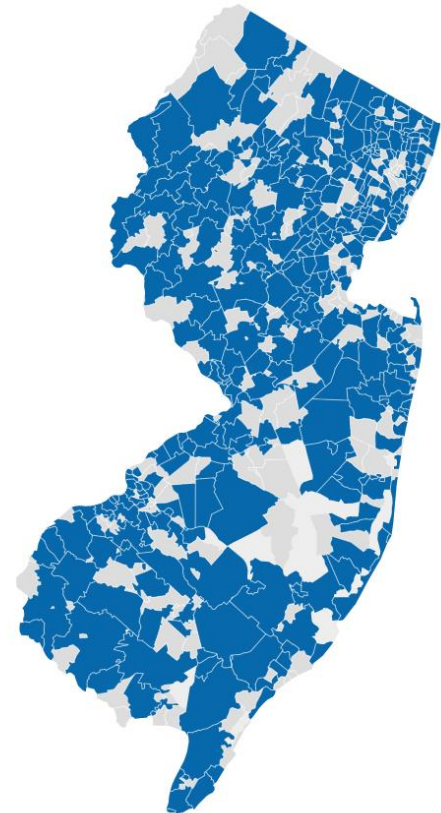


Mayors Wellness Campaign (MWC)



5

- 15 years
- 400+ communities
- The MWC gives mayors and community leaders evidence-based tools and guidance to improve the health and wellness of their communities to help their residents live their healthiest lives.



Why join the Mayors Wellness Campaign?

Benefits include:

- Support and guidance to organize a local MWC Committee and identify top local health needs
- Strategies and Tools
- Connections to local partners
- Press kits
- Networking
- Information on funding opportunities
- Opportunity to receive a 'Healthy Town' designation

New Jersey Healthy Town Designations

- The Healthy Town designation is a program of the New Jersey Health Care Quality Institute in partnership with the NJ State League of Municipalities.
- It recognizes communities in which mayors have made healthy lifestyles a top priority and are actively engaging all members of their community through inclusive, evidence-based health and wellness programming, policies, and a culture of health.
- Healthy Town designations are a great honor and achieved through a competitive process annually.
- For 2020: COVID-19 Response

Healthy Town Designations Benefits

8

- Receive recognition for your community's hard work during the past calendar year
- Proudly display your Healthy Town status with signage for your municipal building
- Be featured on the Quality Institute's website, social media platforms, and marketing materials
- Be highlighted in an article for the NJ State League of Municipalities magazine and in a Quality Institute press release



Types of Volunteers

- MWC Committee Members
- Long term volunteers
- Short term/event-based volunteers





Benefits of Volunteers

Support unfunded programs.





Benefits of Volunteers

Bring local experts to the table.

Benefits of Volunteers

Engage the community.





Benefits of Volunteers

Impact on the volunteer.



Strategies for Engagement

- Be clear on what you are looking for
- Utilize current volunteers to recruit
- Advertise volunteer opportunities
- Consider the young people in your community
- Treat recruitment as an ongoing activity

Tips for a Successful Volunteer Process

15

- Consider a volunteer interview
- Create clear, agreed upon expectations
- Create a chain of command
- Evaluate volunteer performance
- Ask for feedback





- Consider the value of volunteers
- Create a process for volunteer recognition

2020 MAYORS WELLNESS CAMPAIGN CHAMPION OF HEALTH



ALLISON CERCO

Asbury Park Committee Member, Community Outreach Manager
for Hackensack Meridian Health

“

We're proud to recognize community members such as Allison Cerco. The success of the Mayors Wellness Campaigns relies on leaders in New Jersey towns and cities who step up and partner with us to share great programming to strengthen the health and wellness of their communities.

-Julie DeSimone, LSW
Program Officer, Mayors Wellness
Campaign

NEW JERSEY HEALTH CARE
| QUALITY INSTITUTE

THANK YOU MAYORS WELLNESS CAMPAIGN, 2020 VIRTUAL CAMPAIGN SPONSORS



MWC Volunteers in Action

18

- Responding to food insecurity
- older adults safe
- Supporting first responders
- Providing community education
- Keeping people active
- Getting people connected





Next month we will launch a toolkit designed to address social isolation in older adults.

- Volunteers support unfunded programs, increase your areas of expertise, and engage the community.
- Be sure to be purposeful and diversify your strategies for volunteer recruitment.
- Volunteers need the same structure as paid employees.
- Show your appreciation when you can.



Questions?



THANK YOU MAYORS WELLNESS CAMPAIGN. 2020 VIRTUAL CAMPAIGN SPONSORS



Thank You

Julie DeSimone
Program Officer, Mayors Wellness Campaign
jdesimone@njhcqi.org

