



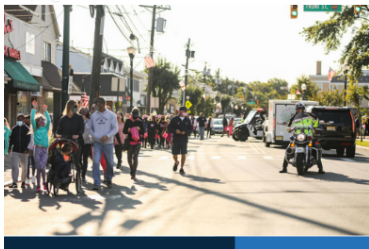
# MAYORS WELLNESS CAMPAIGN<sup>®</sup>

A QUARTERLY UPDATE OF THE MAYORS WELLNESS CAMPAIGN

## VIRTUAL CAMPAIGN

### Congratulations to the 2020 New Jersey Healthy Towns!

MAYORS WELLNESS CAMPAIGN



#### 2020 NEW JERSEY HEALTHY TOWN DESIGNEES



We are thrilled to announce the 2020 Mayors Wellness Campaign (MWC) Healthy Town Designees. This year, eight MWC communities were named 2020 Healthy Towns; nine were designated as 2020 Healthy Towns to Watch, and five were designated as 2020 Healthy Towns Up-and-Coming.

Each year, communities participating in the MWC complete a comprehensive application outlining the research they've done to identify their community health needs, explain how they organized their local MWC committee, and highlight the actions they've taken to make their communities healthier places to live, work, and play.

This year, towns used the application to showcase efforts to respond to the COVID-19 crisis and their ability to continue to offer health and wellness activities throughout the pandemic. The MWC is a program of the New Jersey Health Care Quality Institute in partnership with the [New Jersey State League of Municipalities](#).

MAYORS WELLNESS CAMPAIGN

#### 2020 NEW JERSEY HEALTHY TOWN DESIGNEES

##### HEALTHY TOWN

- ASBURY PARK
- EVESHAM TOWNSHIP
- MONTCLAIR
- PATERSON
- PLAINFIELD
- SCOTCH PLAINS
- WILDWOOD CREST
- WOODBRIDGE TOWNSHIP

##### HEALTHY TOWN TO WATCH

- BAY HEAD
- BOROUGH OF FREEHOLD
- DENVILLE
- FRANKLIN LAKES
- HILLSBOROUGH
- JEFFERSON TOWNSHIP
- JERSEY CITY
- NORWOOD
- VERNON

##### HEALTHY TOWN UP-AND-COMING

- HIGHLANDS BOROUGH
- LAWRENCE
- MORRISTOWN
- PRINCETON
- WILLINGBORO TOWNSHIP

NEW JERSEY HEALTH CARE  
QUALITY INSTITUTE

## Upcoming Events

### County Town Hall Meetings

Last spring, the MWC held Town Hall meetings in every county. These meetings were a valuable opportunity for us to hear from you about your needs while managing the challenges of the pandemic and for the MWC to develop strategic goals based on your feedback, and for community leaders to connect with neighbors and identify opportunities for collaboration.

As part of the 2020-2021 Virtual Campaign, the MWC will again be hosting Town Hall meetings for each county throughout the state in the coming months. This is an opportunity for mayors, public health officials, or MWC chairs to call in to discuss the following:

- Current status of MWC programming
- Successes and challenges of providing programming during the pandemic
- Supports needed from the Quality Institute to help maintain programming to improve health and wellness of your communities
- Upcoming Mental Health Initiative

**Calendar invitations will be coming soon, we hope to see you there!**

## Know Your Wishes for Care



In a medical emergency, patients don't always get the health care treatment that aligns with their preferences. Documenting and sharing your goals for care ahead of time can help address this issue. You should have a say in how you're treated and receive the care you want.

Through the [Conversation of Your Life's \(COYL\)](#) Workplace Wellness Program, you and your family will receive advance care planning information. You will learn how to engage in conversations about your goals for care with those who matter the most to you, as well as with your health care providers.

### **Workplace Wellness and the Conversation of Your Life Webinars**

**April 29<sup>th</sup> 12-1pm** – Horizon BCBSNJ Behavioral Health Team & Vikranta Sharma, MD, VNA Health Group

**May 10<sup>th</sup> 12-1pm**—Prudential Retirement & Jerold E. Rothkoff, Esq., Rothkoff Law Group

**May 26<sup>th</sup> 11am-12pm**-- Aetna Compassionate Care Program & Tacy Silverberg-Urian, RN, BSN, CHPN

### **The sessions will cover:**

- Why having an advance care planning conversation is important
- Tools and resources to make advance care planning easier
- The importance of naming a beneficiary
- Why advance care planning should be part of your everyday wellness plan

***All New Jersey State Health Benefits Plan members and their families are encouraged to attend. Registration links below.***

**[Horizon Event](#)**

**[Prudential Event](#)**

**[Aetna Event](#)**

## NEW TOOL LAUNCH

### Reducing Social Isolation Toolkit



With generous funding from Amerigroup, the Quality Institute's MWC developed a [Reducing Social Isolation Toolkit](#) in response to community needs.

This toolkit serves as a guide for communities to create a volunteer-based program to address social isolation and connect people at the local level. The toolkit was piloted in Passaic County. Now, all municipalities are encouraged to utilize this resource. In the toolkit you will find:

- Step-by-step instructions on how to recruit both older adult program participants and volunteers.
- Strategies for preparing program participants and training volunteers, increasing the likelihood for a successful experience.
- Tools for program participants, such as a “Conversation Starter” guide and “Resource List” to prepare them for their interactions and help older adults connect to other services they may need.
- Guidance for communities on how best to evaluate the impact of the program.

*Check out the [Reducing Social Isolation Toolkit Webinar](#) to learn more.*

[Webinar Recording](#)

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## QUALITY INSTITUTE RESOURCE

### Emerging from COVID-19: An Action Plan for A Healthier State

BioNJ and the Quality Institute partnered to bring together experts from all sectors of the health care system to form the COVID-19 Work Group, which created “Emerging From COVID-19: An Action Plan for a Healthier State.”

The Action Plan outlines 24 consensus-based recommendations, which fall into four areas of greatest need:

- Building, supporting, and expanding a diverse health care workforce.
- Expanding new models of care and payment — with an emphasis on changes to telehealth, primary care, and long-term care.
- Addressing Social Determinants of Health to achieve greater health equity.
- Redesigning and investing in our public health infrastructure.

Check out the report to see how local governments, through boards of health and public health officers, can work to improve public health infrastructure at this pivotal time.

[View Report](#)

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## PROGRAM IDEAS

### Belleville Township

### National Walking Day

Belleville Township encouraged employees to participate in National Walking Day earlier this month, but it's not too late for your community. Check out the article below to see how Belleville hosted their event and consider hosting something similar in your community.

[Read the Story](#)

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## ARTICLES OF INTEREST

### Former Scotch Plains Mayor on the Vaccine

Former Mayor and long-time MWC champion, Al Smith of Scotch Plains, talks about the importance of health and wellness programming and urges residents to get the COVID-19 vaccine.



[Read the Article](#)

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## RESOURCES

### How to Get a Pharmacy COVID-19 Shot

As access to the vaccine improves across the state, share these important tips and steps to getting a vaccine at a local pharmacy with your residents today.

[Pharmacy Fact Sheet](#)

### Addressing Food Insecurity

Food insecurity is on the rise in New Jersey. As the state prepares its plan to distribute the next round of Pandemic EBT, Hunger Free New Jersey (HFNJ), in

partnership with other advocacy and child-serving organizations across the state,

Pandemic EBT and the steps parents need to take to qualify. Please use the messages and materials to spread the word in your schools and community.

Additionally, new round of funding to support summer and afterschool meal service in Atlantic, Bergen, ocean, Salem, and Warren counties has opened. Equipment and innovation grants will be available. Visit the [NJ Child Nutrition Fund](#) for more information.

[View Communication Resources](#)

## Community Foodbank of NJ

The Community Foodbank of NJ's mission is to fight hunger and poverty in NJ. In understanding that the issue of hunger is multifaceted, they address the issue using various approaches. Their work focuses on providing nutritious food and meals for today; education and awareness for improved food security; and lasting change for tomorrow. They work with all sectors of society to fight against hunger. For more information about this important resource visit the Community Foodbank of NJ website.

[Community Foodbank of NJ](#)

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## CHECK OUT THE MAYORS WELLNESS CAMPAIGN WEBPAGE

The mission of the Mayors Wellness Campaign (MWC) is to help mayors and community leaders improve the health and wellness of their communities. Our redesigned tools and resources website make planning health and wellness programs easier for you and your community. We will continue to develop COVID-19 related resources and tools to help you serve your community during this time.



[Check Out the MWC Page](#)

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mation on how to join, please contact Virginia Tesser at [vtesser@njhcqi.org](mailto:vtesser@njhcqi.org).

To learn more about our current initiatives, please visit our website at [www.njhcqi.org](http://www.njhcqi.org).

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