



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

## *Celebrating 15 Years*

A QUARTERLY UPDATE OF THE MAYORS WELLNESS CAMPAIGN

## VIRTUAL CAMPAIGN

### The MWC is celebrating our 15th anniversary!



We are excited to announce that this year marks the MWC's fifteenth anniversary. The program began as a way to combat rising obesity rates by promoting physical activity and healthy eating throughout the state. Over the years, the MWC's mission has expanded to support far-reaching efforts to improve community health and wellness.

To celebrate together, we have planned a full year of activities to continue supporting your efforts.

[View the 2021-2022 Flyer](#)

# Thank You

## 2021 MAYORS WELLNESS CAMPAIGN SPONSORS

<b>Crystal</b>	<b>Clover Health</b>	Hackensack Meridian Health	Tabula Rasa HealthCare®	vna Health Group
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MAYORS WELLNESS CAMPAIGN  
*Celebrating 15 Years*

## UPCOMING EVENTS

### Sign the Pledge campaign



## PUT YOUR TOWN ON THE MAP

Sign the Annual Mayors Wellness Campaign Pledge of Participation and recommit your town to improving the health and wellness of your community.





Sign your 2021 Pledge of Participation today! Each year mayors throughout the state are encouraged to recommit to improving the health and wellness of their communities by signing the annual pledge. All towns that participate will be entered into the MWC Incentive Drawing. MWC towns will be selected to receive \$1000 to spend on MWC programming or to donate to a local nonprofit partner working in conjunction with their MWC program.

This money can be used for a number of activities such as:

- Offering free exercise classes for residents
- Purchasing bike helmets for residents
- Providing meals for residents through your local food bank
- Offering free nutrition classes

Selected towns will be required to provide a brief description of how funds will be

Sign the Pledge

## NEW MENTAL HEALTH INITIATIVE

The Mayors Wellness Campaign is happy to announce a new Mental Health Initiative. Through generous funding from [The Horizon Foundation for New Jersey](#), the MWC will work over the next year to provide communities with tools and strategies to address mental health and stigma at the local level. Through this initiative the MWC will:

- Develop a MWC Mental Health Toolkit.
- Provide education and training for community leaders on mental health, stigma, and community prevention and support resources available to residents.
- Offer [Mental Health First Aid Trainings](#) for community leaders.

*Check out the flyer below for information about the next free Mental Health First Aid Training on October 19th. Only a few spots left, register today!*

Mental Health First Aid Training



## QUALITY INSTITUTE RESOURCE Building Bridges Between Health Care and Public Health



Check out this webinar focused on how to build bridges between our health care and public health systems. COVID-19 highlighted a need to strengthen relationships between local health departments, emergency management organizations, the health care providers and systems delivering care. Our expert speakers provide you



## LOCAL MWC PROGRAMS

### Woodbridge Township Launches Bikes Share Program



In July, the Woodbridge Township MWC added 20 bikes to three locations throughout the town to provide more opportunities for physical activity.

[Read More](#)

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## Cranbury MWC Adapts to the Pandemic



Learn about the move to virtual programming as well as the creation of hiking groups in Cranbury that encourage residents to stay active and focus on their health, despite the challenges of the pandemic.

[Read More](#)

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## ARTICLES OF INTEREST

### Increase in Drug Overdose Deaths

[Drug Overdose Deaths Up 30% in Pandemic Year, Government Data Show -](#)

**MedPageToday:** As the MWC focuses on mental health, it is important to recognize that substance use disorders are inherently intertwined. The pandemic has resulted in a 30% increase in overdose deaths and this issue must be addressed.

[Read Article](#)

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## RESOURCES

### Tips for Managing Diabetes

#### Cornerstones4Care®

##### Your Foundation for Understanding Diabetes

###### What Is Cornerstones4Care®?

Cornerstones4Care® is designed to help motivate engagement and adherence to diabetes treatment(s) and self-care by focusing on helping patients develop a diabetes management plan based on the four cornerstones of managing diabetes: Eating, Moving, Treating, and Tracking.

Managing chronic disease is especially important as we continue to navigate the pandemic. Share [Cornerstones4Care](#) from Novo Nordisk with residents to give them actionable ways they can support their health.

[Learn More](#)

### Project ECHO Training Opportunity

Join Rutgers Cancer Institute of New Jersey, ScreenNJ & the North Jersey Health Collaborative in a Free Project ECHO Educational Series starting on Tuesdays in September: *Addressing Barriers to Health Care & Cancer Prevention Screenings for Adults with Developmental and/or Intellectual Disabilities*. Share the flyer below with residents and community partners.

[View Flyer](#)

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## CHECK OUT THE MAYORS WELLNESS CAMPAIGN WEBPAGE

### MWC: Helping Make Towns Healthier Places to Live, Work, and Play

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.



### PHYSICAL HEALTH AND NUTRITION

Encourage active lifestyles and healthy eating in your community.



### ENVIRONMENT AND HEALTH

Help your community take advantage of the outdoors.



### EDUCATION AND HEALTH

Keep your community sharp, engaged, and curious.



### ARTS AND HEALTH

Stir creativity and strengthen community ties through the arts.

[Check Out the MWC Page](#)



For information 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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