



MAYORS WELLNESS CAMPAIGN®

Celebrating 15 Years

2021-2022 Activities

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.

We are excited to announce that this year marks the MWC's 15th 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.

What to Expect

- A combination of virtual and in-person activities
- 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

MWC Activities Agenda

October

Sign the Pledge and "Put Your Town on the Map" Campaign: Mayors are encouraged sign the annual MWC Pledge of Participation to recommit to the health & wellness of their communities. All towns that participate will be entered into the MWC Incentive Drawing. Sign the pledge in-person at the League of Municipalities Conference.

MWC Health Champion Nomination:

Nominate someone who has shown a dedication to health in your town to be awarded as MWC Health Champion.

December

Webinar 2021 New Jersey Healthy Town

Application: MWC staff will answer questions about the application and provide examples from past Healthy Town Designees.

MWC Health Champions 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

November

2021 New Jersey Healthy Town

Application: Healthy Town designations are a great honor for towns, achieved through a competitive process.

Participation in the League of Municipalities Conference

Panel Presentation: *Bringing Health to Your Community With the MWC*. Join 3 NJ mayors in a presentation about their MWCs. **Public Health CEs available.** Also, visit MWC staff at the 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.

January

Winners Announced: MWC Incentive Drawing

March

2021 NJ Healthy Town Designees Announced

May to July

County MWC Town Hall Meetings: Participate in a Town Hall Meeting to hear challenges, successes, and program ideas from your neighbors.

Mayors Wellness Campaign Workshops:

Workshops for local officials, public health officers, and MWC volunteers on community health topics.



2006 - The MWC was created to address rising obesity rates by promoting physical activity and healthy eating across the state.

2012 - A Workplace Wellness Program was created to help municipalities develop a culture of health and support employees in their efforts to live a healthy lifestyle.

2015 - Targeted programming was developed for Cumberland County, the City of Trenton, and Jersey City to increase access to healthy lifestyle activities and improve chronic disease management and health literacy.

2020 - MWC Handbook was released providing community leaders with step-by-step instructions for creating their programs.

2007 - The Borough of Madison was awarded the first Healthy Town designation.

2014 - The Conversation of Your Life (COYL) program launched to bring important end-of-life care planning conversations to NJ communities.

2017 - Partnership with the City of Rahway and the Borough of Highland Park provided chronic disease management programs in English & Spanish.

2021 - "Reducing Social Isolation" Toolkit was launched to address the increased concern for older adults experiencing social isolation due to the pandemic.

TESTIMONIAL

We established the MWC in 2006 confident that engaging local leaders with strategies and tools to address health at the local level would be the most direct path to healthcare improvement for the communities they serve. I am proud of how the program has evolved to include so many New Jersey communities and has continued to support efforts to improve the health and wellness for residents.

**- David Knowlton,
former Quality
Institute President & CEO**



TESTIMONIAL

It's incredible to be part of the MWC and to be designated as a 2020 Healthy Town. Woodbridge Township's Mayors Wellness Team was recognized as one of the first to be designated a Healthy Town in 2008. Since this designation we've made it our mission to create opportunities for our residents to participate in and achieve a healthy and active lifestyle no matter age or skill level. Our team is excited for the future of the MWC.

**- Mayor John McCormac of
Woodbridge, NJ**



The MWC is dedicated to moving forward with this important work in the coming years. With your support, the Quality Institute can continue to respond to changing community priorities and needs and offer innovative tools and strategies to New Jersey communities.



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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](mailto:jdesimone@njhcqi.org), MWC Program Officer, jdesimone@njhcqi.org | 609-452-5980.

