



# Mayors Wellness Campaign

Bringing Wellness to Your  
Community with the Mayors  
Wellness Campaign

November 16, 2021



NEW JERSEY  
HEALTH CARE  
**QUALITY  
INSTITUTE**

**Julie DeSimone**  
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# Thank You

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MAYORS WELLNESS CAMPAIGN.  
Celebrating 15 Years

- Our mission is to improve the safety, quality, and affordability of health care for everyone.



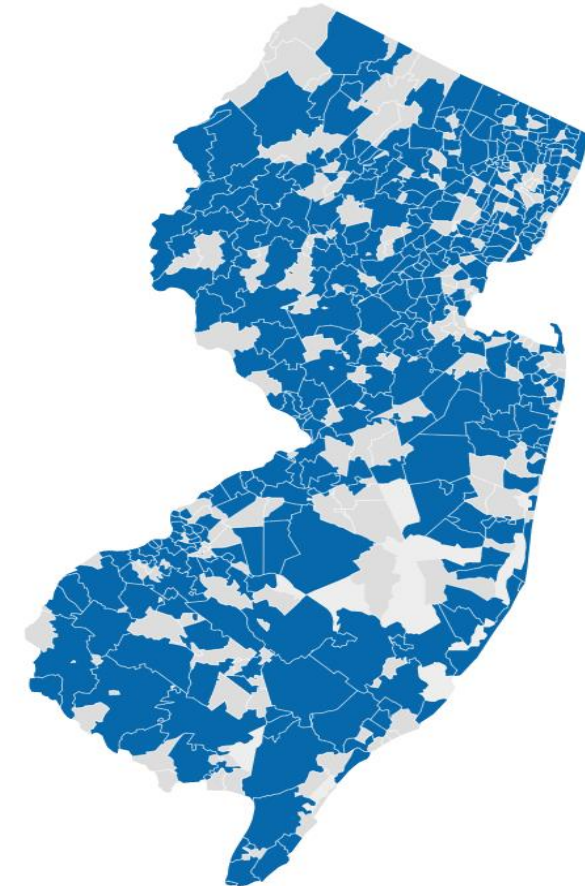


# Mayors Wellness Campaign (MWC)

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- 15 Year Anniversary
- 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



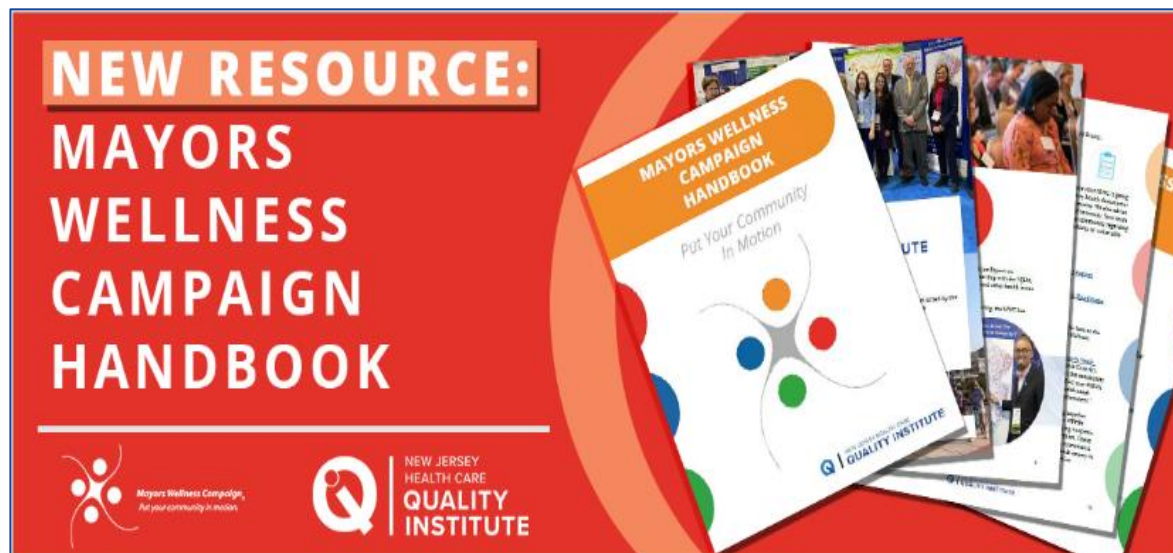
# Why join the Mayors Wellness Campaign?


6

## Benefits include:


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

## EVIDENCE-BASED TOOLS TO BUILD HEALTHIER COMMUNITIES







Reducing Social Isolation Program




TOOLKIT




 **WHAT IS SOCIAL ISOLATION?**

Social Isolation is the lack of social connections which can lead to loneliness and have serious long-term effects on overall health and wellness. Health risks associated with social isolation and loneliness include premature death, increased risk of dementia, and increased rates of depression, anxiety, and suicide. Social isolation has increased because of the pandemic and the need for social distancing. Even prior to the pandemic, 43% of adults age 60 or older reported feeling lonely, and those numbers have only increased over the past year.

Residents can use [AARP's Social Isolation Risk Assessment](#) to gauge their risk.

 **BENEFITS OF CONNECTEDNESS**

There are many benefits of being socially connected and integrated into a community. Individuals who have stronger social connections are happier, have fewer mental health concerns, and have better overall health outcomes. The [New Jersey Health Care Quality Institute's Mayors Wellness Campaign \(MWC\)](#) has developed a guide to creating a volunteer-based program to address the issue of social isolation in your community and get people connected. Older adults are the target recipients of this program; however, volunteer opportunities also benefit the volunteers themselves. Volunteering can reduce the risk of depression, create a sense of purpose, and helps individuals stay mentally and physically active, all of which are important supports needed at this time.



1



# MWC Healthy Town Designations

8

Towns can be awarded one of three designations:



Healthy Town

Healthy Town to Watch

Healthy Town Up-and-Coming



- Recognizes communities in which mayors have made healthy lifestyles a top priority and engage all members of their community through inclusive, evidence-based health and wellness programming, policies, and a culture of health.

Apply at [www.njhcqi.org/mayors-wellness-campaign](http://www.njhcqi.org/mayors-wellness-campaign) by January 14th, 2022.



# Mayors Wellness Campaign Highlights

- Development of Mental Health Toolkit
- Education and training on mental health issues and stigma
- Mental Health First Aid Trainings for community partners
- Access to experts in the field to bring training and education to residents





# Mayors Wellness Campaign and Sustainable Jersey

11

●

Health & Wellness

▲

i

Anti-Idling Education & Enforcement Program

10 Points

i

Building Healthier Communities

5 Points

●

 This action has variable points: 5, 10, 15, 20, 25

●

 Competitive funding available

i

Health in All Policies Professional Development

10 Points

i

Safe Routes to School

10 Points

i

Smoke-Free and Tobacco-Free Public Places

10 Points

●

 Submissions for this action do not expire



## New Jersey Action Coalition

### How Does it Work?

- ✓ NJAC will help match a nurse volunteer with your community project.
- ✓ NJAC will engage nurses to contribute their time, expertise and passion to your project.
- ✓ Tap into NJAC's trusted resources that are right in your community.



# Joining the Mayors Wellness Campaign

13

For **New** towns, joining is simple:

1. Sign the MWC Participation Pledge at Booth 107 to get started.
2. Pick up the MWC Handbook at our booth for a step-by-step guide on program development.
3. Schedule a call with the Quality Institute staff.





# Already Involved in the Mayors Wellness Campaign?

14

For **Existing** MWC towns:

1. Sign the Annual MWC Participation Pledge online at [www.njhcqi.org/mayors-wellness-campaign](http://www.njhcqi.org/mayors-wellness-campaign).
2. Identify your local health needs and implement appropriate programming using the Healthy Town rubric to guide you. The Quality Institute is here to help!
3. Apply to be a New Jersey Healthy Town.
4. Share pictures of events and policy or programming outcomes with Quality Institute Staff.

# MWC's Conversation of Your Life (COYL) Program



# How Can COYL Help You Support Your Residents?

16

- COYL provides community leaders and local partners with tools and strategies to develop engaging conversations around what matters most to help residents:
  - consider available treatment options
  - learn how to discuss their wishes with those who matter most to them as well as their health care providers
  - document their wishes so that they may be honored





# COYL Programming



## CONVERSATION OF YOUR LIFE 3 PART CAREGIVER SERIES



REGISTER NOW: [SESSION 1](#) [SESSION 2](#) [SESSION 3](#)

### Session One - COYL AND PLANNING FOR A MEDICAL EMERGENCY

[Rachael Rubenfeld, APN, CentraState](#)  
[April 8th 3:00-4:00 pm](#)

This first session will give you an overview of advance care planning and its overall importance to your health as well as being prepared for the unexpected. We'll cover different types of advance care plans and the POLST form. Finally, you'll receive guidance on how to have conversations about your goals for care with people who are important to you, as well as with your health care providers

### Session Two - CAREGIVER RELATIONSHIP CONTRACT

[Debra Hallisey, Founder Advocate for Mom & Dad](#)  
[April 14th, 12:00-1:00 pm](#)

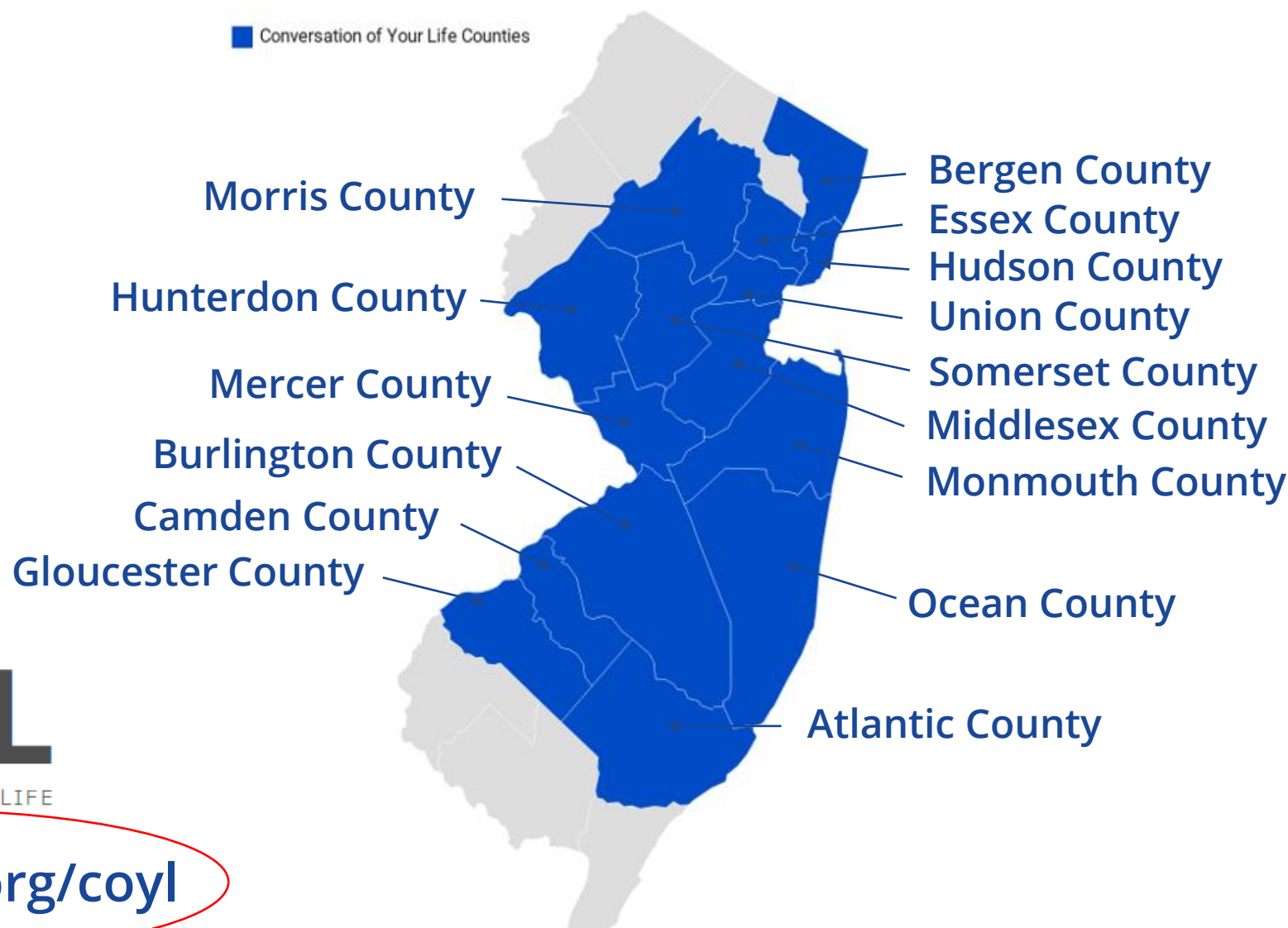
This session will help you address your aging parents' needs and expectations for advance care planning; guide you in setting caregiver boundaries; highlight how to structure difficult conversations with those who are important to you; and walk you through how to develop a support network for caregiver self-care.

### Session Three - LIVING WITH ALZHEIMER'S FOR CAREGIVERS

[Robyn Kohn, MA, CDP Director of Programs and Services, Alzheimer's Association](#)  
[April 21st, 12:00-1:00 pm](#)

This session will provide answers to the questions that arise in early, middle and late stages of dementia. We will discuss developing a care team, considerations for advance care planning, legal and financial planning, coping strategies, care and treatment options, communicating and maximizing independence.

# Active COYL Counties



[www.njhcqi.org/coyl](http://www.njhcqi.org/coyl)





## Bringing Wellness To Vernon Township Through The Mayor's Wellness Campaign

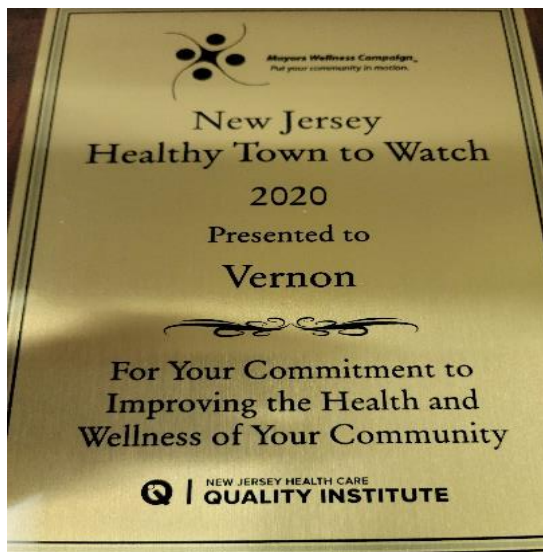




## Bringing Wellness To Vernon Township Through The Mayor's Wellness Campaign



Member of the MWC since 2016.



So far, have achieved status of a Healthy Town to Watch!





## **Bringing Wellness To Vernon Township Through The Mayor's Wellness Campaign**

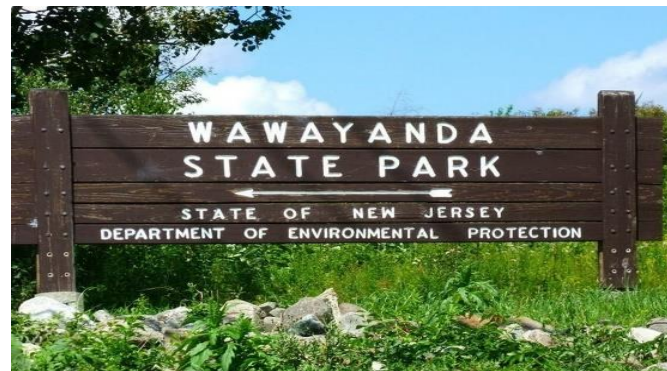


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Mayors Wellness Campaign®  
Put your community in motion.

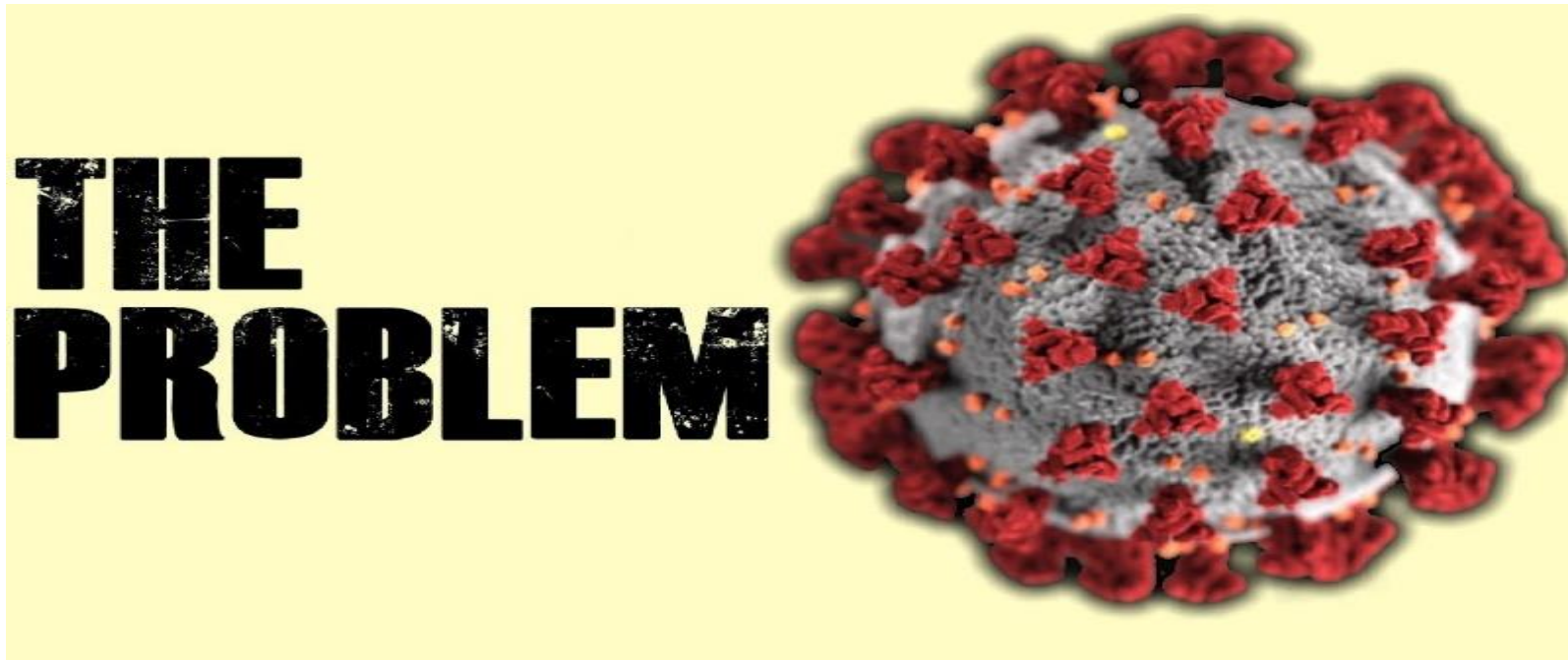


- ❖ Located in northwest NJ; in the County of Sussex; borders NY State.
- ❖ Covers 70 sq mi; population of approximately 25K; 11K households; largest municipal population in Sussex County; the 102<sup>nd</sup> largest municipal population in NJ; larger population than 463 or 82% of NJ's 565 municipalities.

- ❖ A 4-Seasons community.
- ❖ Population increases by thousands on the weekends in the winter due to the presence of Mountain Creek Ski Resort.
- ❖ Population increases by thousands more during spring, summer and fall due to the presence of Mountain Creek's Water Park, 20 miles of the Appalachian Trail, Wawayanda State Park, and the Walkill River National Wildlife Refuge; plus, 15 lake communities with a host of summer homes owned by nearby urban city dwellers.



- ❖ During 2020, COVID-19 global health pandemic became major threat to residents' on-going efforts to achieve healthier lifestyles, as well as to the MWC's initiatives to improve the health and wellness of the Vernon community.



- ❖ We responded by re-evaluating/re-focusing the actions of our MWC towards addressing COVID related issues.

### ❖ Using our MWC standard operating procedures:

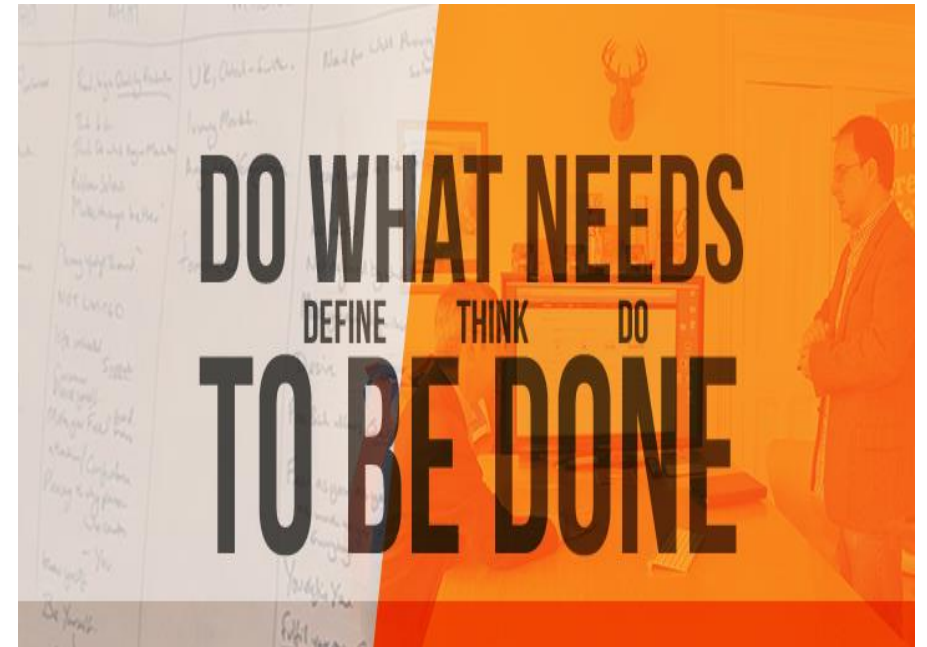
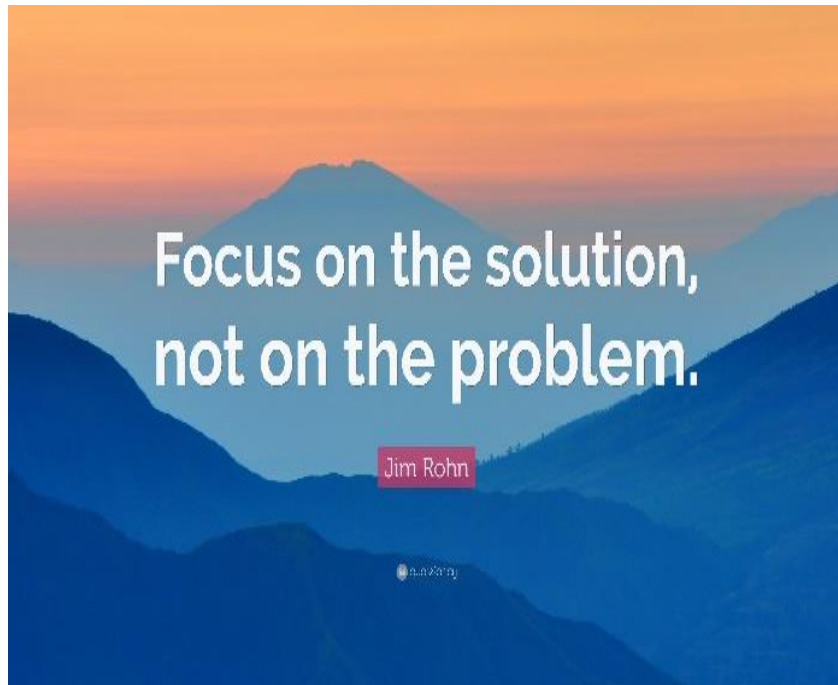
- First, we implemented the process of identifying our most pressing COVID related needs;
- Second, we made reorganizational adjustments to our MWC Committee; allowed us to plan needed new programming to address these identified needs;
- Third, we implemented new MWC programming based on identified needs;
- And Fourth, we made needed adjustments to our established MWC tracking procedures to allow us to measure the effectiveness/efficiency of new programs we implemented.







- ❖ Our MWC plans of actions resulted in: A new MWC
  - The MWC team exploding into action, expanding from the initially appointed MWC committees and boards, to an energized volunteer base of well over 130 people!





## Bringing Wellness To Vernon Township Through The Mayor's Wellness Campaign



Mayors Wellness Campaign® 26  
Put your community in motion.

- This energized group of volunteers morphing into a new MWC associated group that became fondly known throughout our 70 sq mi town as the “VERNON CARES” organization.





- ❖ This “VERNON CARES” group consisted of a host of organizations, such as:
  - The municipal Beautification Committee, Board of Recreation, Environmental Commission, Greenway Action Advisory Committee, Economic Development Advisory Committee, and the Senior Advisory Board.
  - Also joining this group were the Vernon PAL, the Vernon Chamber of Commerce, the Vernon Teachers’ Education Association, the Vernon Rotary, Township Girl and Boy Scout Troops, the Vernon Coalition to be Drug Free, plus the town’s largest business, the Mountain Creek organization, and a host of other town businesses.





- ❖ The primary coordinating force for this group's activities was the Chair of the MWC Committee, our Municipal Director of Recreation & Community Affairs.
- ❖ As Mayor, I made sure that this collective group knew that their efforts had the attention and full support of the Mayor's Office and the MWC; accomplished this in part by using Zoom to attend some of these groups' meetings, and by attending other meetings and events in person.





- ❖ We discovered a huge COVID-19 caused food insecurity problem that had developed as a result of:
  - Businesses having closed and Vernon residents losing their jobs/sources of income with which to purchase food.
  - Individuals, especially seniors, no longer having access to county provided local transportation, and therefore being shut in and hungry.



- ❖ The MWC, working through the VERNON CARES organization, put together a free food network which provided free meals, seven days per week, that ensured that no one in our community went hungry.
- ❖ In addition, as part of their specific response to the food insecurity problem, a Junior Girl Scout Troop created a sustainable community project in the form of what they called “the Little Free Pantry”.



- ❖ They located this free food pantry in a place that was accessible to all Vernon residents.
- ❖ An important fact is that this was a “stigma-free” food pantry which allowed those who need food to take food items as their need arose and allowed those who wanted to donate food items to do so as they desired. Their slogan was “Give what you can; take what you need”.





- ❖ As it became clear that the COVID-19 lockdown was not as temporary as we originally believed or hoped, as Mayor, I began to publish/give at least weekly, and more often when needed, COVID-19 related updates through social media outlets.
- ❖ The focus of these updates was not just informational, these updates were also filled with words of encouragement and hope; as well as expressions of my belief as Mayor that we as a Vernon Family, would get through this COVID-19 crisis, together.

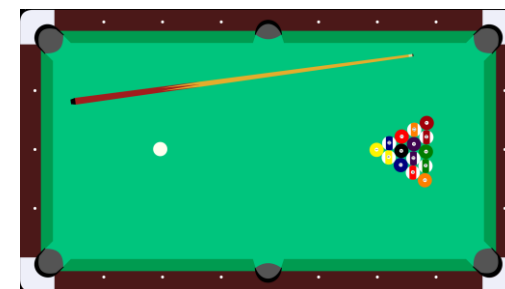




- ❖ The feedback from these updates by members of the Vernon community was quite surprising.
- ❖ This feedback reflected a surprising amount of gratitude; a strong sense of comfort at the feeling that we as a town family were all in this struggle against COVID together; and a surging sense of pride in the fact that we live in a town where we can pull together, and be available for each other, at a time such as this.



- ❖ Due to time limitations, let me share with you a sampling of some of the other specific things the MWC did in 2020, as a part of our response to the COVID-19 global health pandemic's threat to our residents' on-going efforts to achieve healthier lifestyles, and the MWC's initiatives to improve the health and wellness of the Vernon community.
- ❖ In pre-COVID times, our Senior Center and Nutrition Site Program was well attended with an average of 45-60 people coming through the doors daily to participate in exercise classes, health screenings, to get nutritious meals, or to simply socialize with their friends over a game of pool or cards.





- ❖ Due to the pandemic, our Senior Center was closed indefinitely, leaving this portion of our population with a piece missing from their life's puzzle - - - for some who are now alone in life, these meals and times with friends mean so much more than many of us might think.
- ❖ Through the town's partnership with the Sussex County Division of Senior Services, we were able to start a "Curb Side To Go" meal pick up program ; and, for those who were unable to travel, our valued volunteers through the VERNON CARES organization delivered meals to those individuals' doorsteps.





- ❖ Once the weather warmed up, our MWC committee sought and received assistance and donations from community businesses and civic groups to create a covered outdoor seating area that gave seniors a safe, outdoor place to socialize and enjoy a meal together once again. This covered outdoor seating area was in a portion of the parking lot immediately outside of the Senior Center.

# *Serving* SENIORS



- ❖ Understanding the importance of health through creative art, the MWC partnered with the New Jersey Council for the Humanities to arrange for an Occupational Therapist/Ceramics Instructor to lead an introductory workshop on the art of hand building with air dry clay for our seniors.
- ❖ As way of allowing for greater participation, while at the same time taking measures to keep our seniors safe by following proper social distancing and other CDC guidelines, we required pre-registration, and held the workshop outside under the pavilion at one of our parks.





- ❖ Not forgetting the importance of health through creative art for our youngest residents, the MWC hosted a Sidewalk Chalk Festival at one of our municipal parks.





- ❖ In the interest of the well being of our residents, the MWC, Board of Recreation and the Vernon PAL made the decision to host a Virtual "Free Range Turkey Trot".
- ❖ Participants registered online, chose a route, and completed a 5k "Free Range Turkey Trot" to anywhere, anytime during the week of November 21 – 28, 2020.
- ❖ This virtual event attracted almost 100 participants; all posted photos and shared comments about their "Free Range Turkey Trot".





- ❖ This children's family focused event was divided into three time slots, allowing for 200 children in each slot, with one entrance and one exit. This successfully prevented large groups from forming.
- ❖ This event accomplished so much:
  - It created a much needed family fun activity;
  - It encouraged healthy outdoor activity through walking; and ...
  - It brought together a host of our community's stakeholders.



- ❖ The COVID-19 health pandemic was not, and is not, a good thing; however, it did cause the MWC to enhance the creativity of its thinking and planning.
- ❖ The COVID-19 health pandemic pushed the MWC to be more resourceful; to be more resilient; and to be more collaborative.
- ❖ Many of the new programs and ways of doing things that were made necessary by the pandemic, have been incorporated in the MWC's on-going plans and efforts to improve the health and wellness of the Vernon community!





# Woodbridge Township

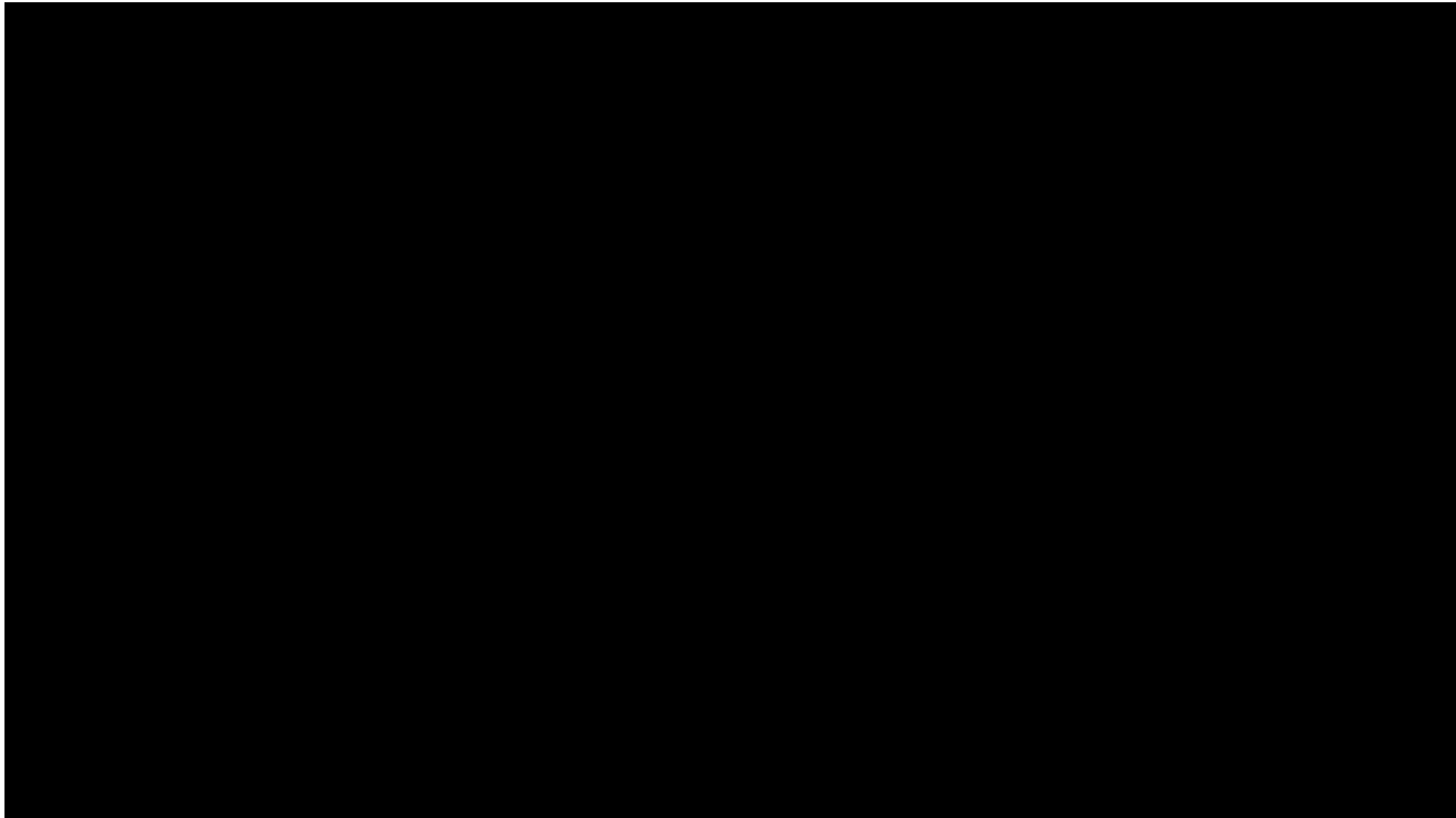


Gregg Ficarra , Councilman



# Woodbridge Township

43



# Beginning of the Woodbridge Mayor's Wellness Committee

- Woodbridge's 1st Healthy Town Designation in 2008
  - One of only 4 municipalities to hold this designation at the time
- Woodbridge's Wellness team comprised of local leaders for all different professions
  - Representatives from Township Government, Recreation & Health Departments, School District Administrators, Hospital Personnel, Wegman's Store Manager, Chamber of Commerce, and members of the community.

Mayor John E. McCormac  
and Woodbridge Township  
Support Health & Fitness



*Chairman Gregg Ficarra, Mayor John McCormac and former Mayor's Wellness Campaign Director Judy Doyle*



# Evolution of Programs



Mayor's Health Expo

Tour de Woodbridge



New Jersey Senior Olympics



# Evolution of Programs



Walk to School Day

Pizza Run & Walk 5K



Healthy Cook-Off Challenge

# Evolution of Programs

## Wellness Woodbridge TV-35 Segments



Seniorcize with Caroline, Episode 0401

214 views • Jun 22, 2017

LIKE DISLIKE SHARE SAVE

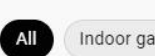
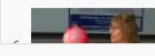
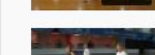
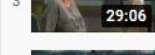
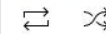


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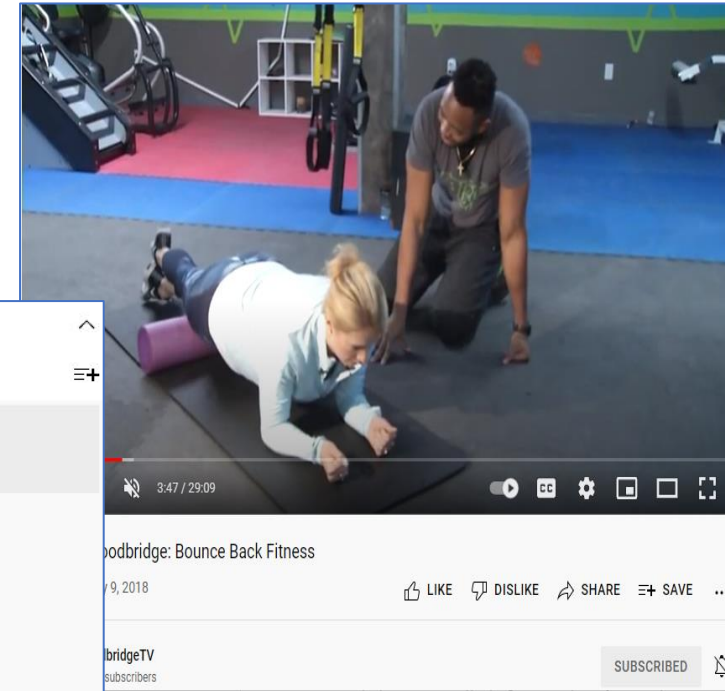
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Quizziz and Ziplet: Formative Assessment That Work

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# Most Current Wellness Efforts



Mayor John E. McCormac  
and Woodbridge Township  
Support Health & Fitness





# Mayor Jaclyn Veasy Evesham Township, NJ



# BEING A HEALTHY TOWN THROUGH A PANDEMIC

50

## MAYOR'S WELLNESS COMMITTEE:

- Mayor
- Township Council
- Township Management Team
  - Department Leaders
- Community Leadership Boards
  - Senior Citizen Advisory Committee
  - Veterans & Disability Advisory Committee
  - Evesham Economic Advisory Council
  - Human Rights Advisory Council
  - Youth Advisory Committee
  - Community Policing Unit
  - Green Team
  - Marlton Recreation Council





# BEING A HEALTHY TOWN THROUGH A PANDEMIC

51

The Evesham Mayor's Wellness Campaign focused not only on creating new programs for residents in response to the pandemic, but also worked on trying to make the Township's current programs more accessible and safe during the pandemic.



2019: HEALTHY TOWN UP & COMING  
2020: HEALTHY TOWN



# BEING A HEALTHY TOWN THROUGH A PANDEMIC

52

## PROGRAMS OFFERED DURING 2020:

- Office of Emergency Management (OEM)
  - Maintained a 24/7 Help & Volunteer Hotline
  - Free COVID Testing
  - Food pantry
  - Blood drive
  - Holiday Packages
  - Utilized transportation service to bring meals & bags of non-perishable foods to residents in need
  - Webinars geared towards safety protocols





# BEING A HEALTHY TOWN THROUGH A PANDEMIC

53

## PROGRAMS OFFERED DURING 2020:

- Outdoor Recreation
  - Walk with the Mayor
  - Summer Camp
  - Yoga in the Park
  - Black Run Preserve
  - MRC Sports Unity Program
  - Golf & Driving Range
  - Parks/Playgrounds/Athletic Fields



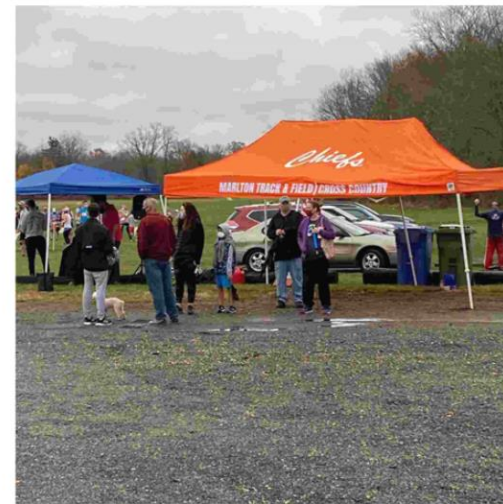


# BEING A HEALTHY TOWN THROUGH A PANDEMIC

54

## PROGRAMS OFFERED DURING 2020:

- Community Events
  - Farmer's Market
  - Drive-In Movie Nights
  - Turkey Trot 5k
  - Community Clean-Ups
  - Planting Wildflower Patches with Native Plants
  - Little Free Libraries




# BEING A HEALTHY TOWN THROUGH A PANDEMIC

55

## PROGRAMS OFFERED DURING 2020:

- Seminars & Workshops (Virtual & In-Person)
  - Implicit Bias
  - Coping with Stress during Pandemic
  - Sustainable Jersey Programs
  - Safe Reopening for Businesses
  - SNAP Activities
  - Ombudsman for Individuals with Intellectual or Developmental Disabilities




**'A CALL TO HUMANITY'**  
**A FREE WEBINAR ON IMPLICIT BIAS**

**October 27**  
**6:30 P.M.**

"Implicit bias" is unintentionally acting on the basis of prejudice and stereotypes.

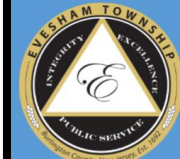
Learn more at the October meeting of the Evesham Human Rights Advisory Council!



Guest Speaker  
June DePonte Sernack

Chief Impression Officer  
at Rafforzore, LLC.

Dean of Lifelong Learning  
at Rowan College at Burlington County



**ZOOM LINK AT: [www.evesham-nj.org](http://www.evesham-nj.org)**



# BEING A HEALTHY TOWN THROUGH A PANDEMIC

56

## PROGRAMS OFFERED DURING 2020:

- Community Policing Unit
  - “Coffee with a Cop”
  - Boot Camps
  - Drive-Thru Trunk or Treat
  - Fallen Heroes Tournament
  - Children’s Bike Rodeos
  - “Shop with a Cop”





# CONTINUING WELLNESS IN EVESHAM TOWNSHIP

57

In 2021, Evesham Township continued efforts we started in 2020, including evaluating and expanding our programs in order to meet the needs of the residents of our community.

We strive to challenge our Mayor's Wellness Committee to think outside the box in order to make sure overall wellness is our top priority.

Our mission is, and will continue as such, to be an inclusive and healthy community for all residents.



# MWC Campaign - Ways to Connect

58

**Sign the Pledge Campaign**  
Ongoing

**Statewide MWC Survey**  
Ongoing in November

**2021 Healthy Town Application Webinar**  
December 9<sup>th</sup> 2pm

**2021 Healthy Town Application**  
Due January 14<sup>th</sup>

**Visit the Website**  
View evidenced-based tools, MWC Handbook,  
and stay up-to-date on our upcoming programming

# Thank You

## 2021 MAYORS WELLNESS CAMPAIGN SPONSORS

### Crystal

**Clover Health**



### Platinum



### Gold



### Silver



### Bronze





# Thank You

**Julie DeSimone, MWC Program Officer**  
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**Princeton, NJ 08540**

