

Mayors Wellness Campaign New Tools to Improve Community Health

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Stafford Township



NEW JERSEY
HEALTH CARE
**QUALITY
INSTITUTE**



Mayors Wellness Campaign®
Put your community in motion.

Objectives

By the end of today,
we will cover:

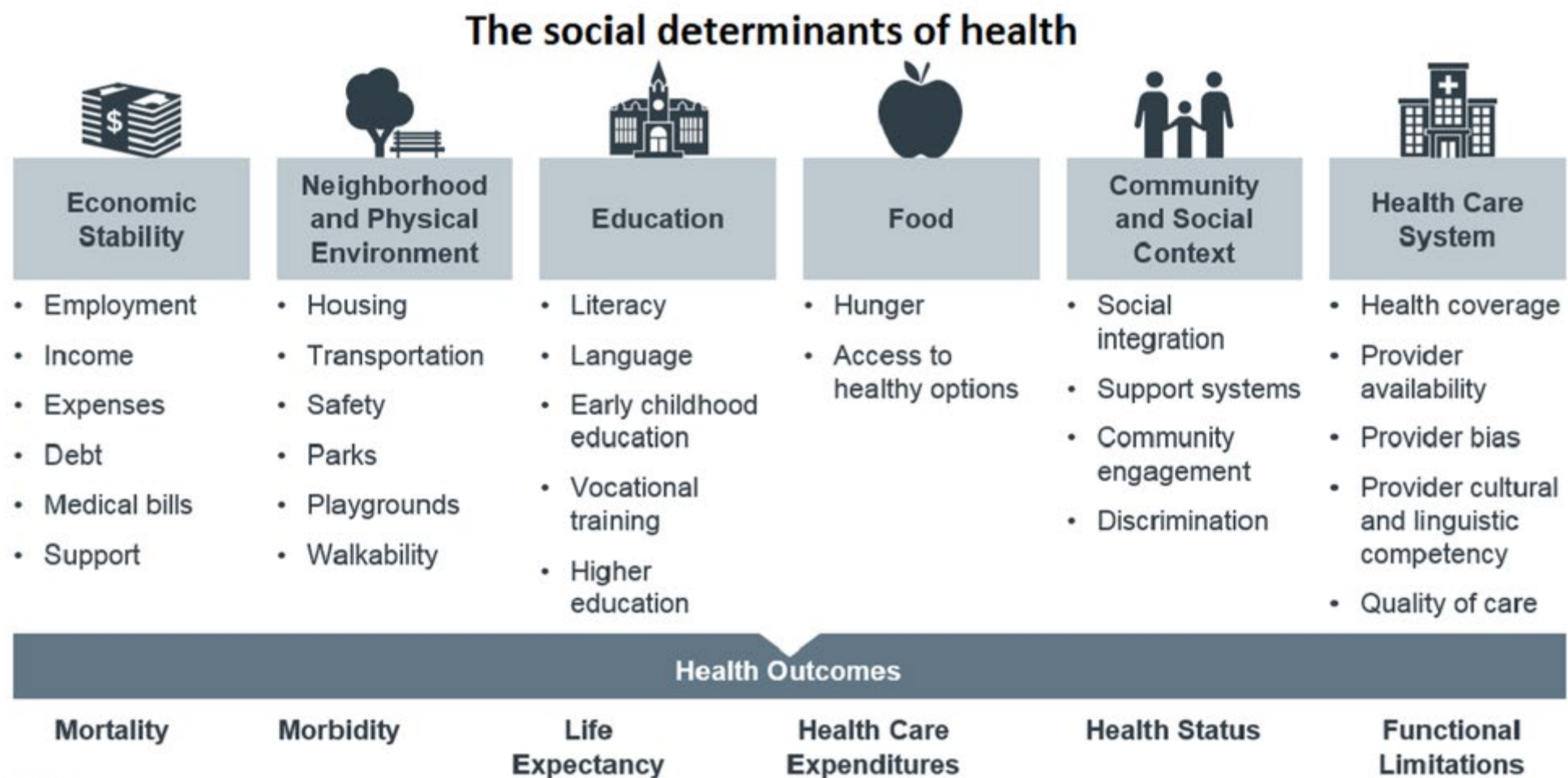
- 1 What are social determinants of health and how do they impact your community.
- 2 Strategies communities can use to address food security and access to open, safe space.
- 3 Resources and tools to support residents in need of social supports.
- 4 How to utilize our two new MWC tools to enhance community initiatives.



1st the
WHY

**Becoming a Quality
Institute Fellow**

What are social determinants of health?



Source: Kaiser Family Foundation

Example: Neighborhood and Physical Environment

5

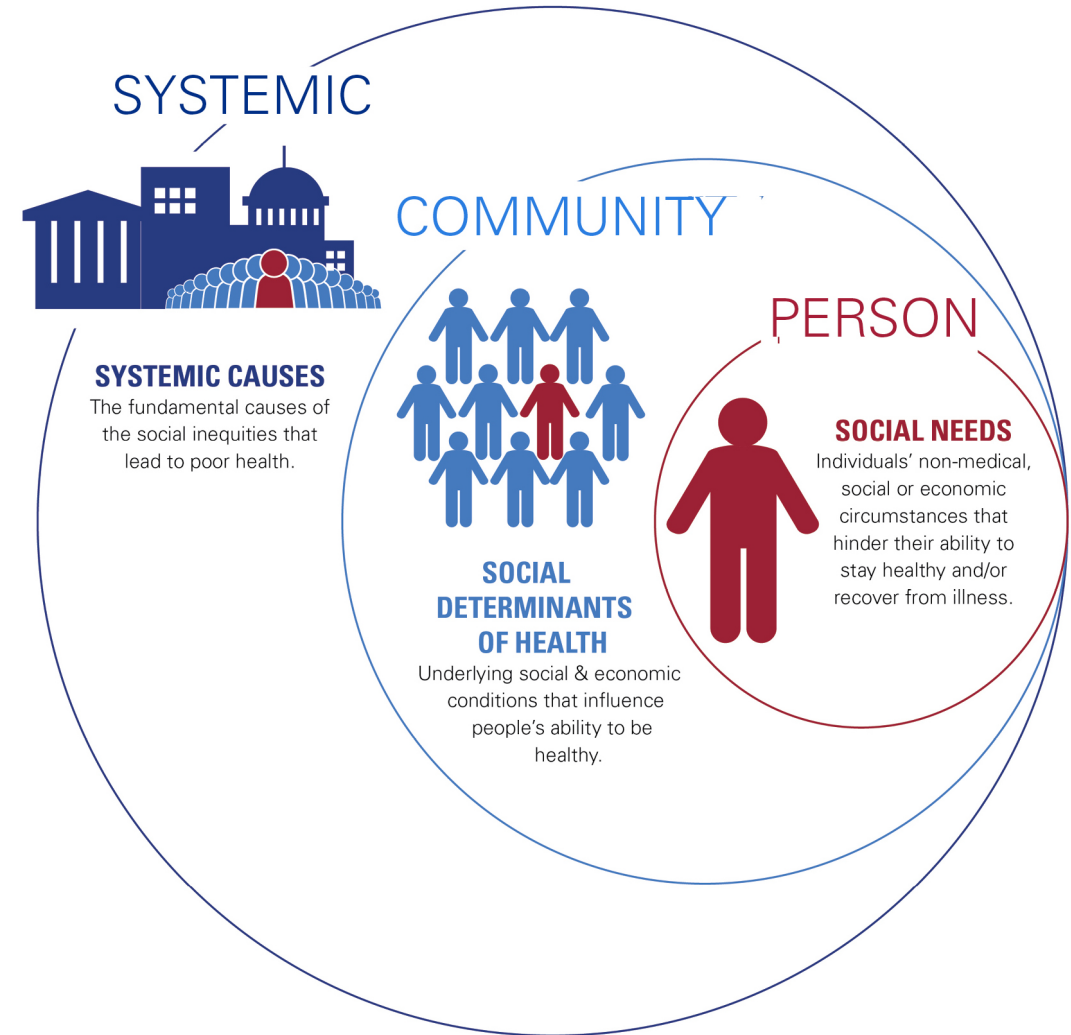


- Housing
- Walkability
- Transportation
- Safety
- Recreational Opportunities



How SDOH Affect Communities

- Social determinants of health are the most important factors affecting health outcomes.
- Social determinants of health drive health inequities.



Leveraging the MWC to Support SDOH

MAYORS WELLNESS CAMPAIGN TOOLKIT

GET THE TOOLS TO BUILD HEALTHIER COMMUNITIES

The Mayors Wellness Campaign toolkit includes free and low-cost tools and strategies to make your community a healthier place to live, work, and play.

 MAYORS WELLNESS CAMPAIGN
Celebrating 15 Years

PHYSICAL HEALTH AND NUTRITION

Encourage active lifestyles and healthy eating in your community.

ENVIRONMENT AND HEALTH

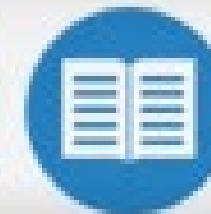
Help your community take advantage of the outdoors.

EDUCATION AND HEALTH

Help your community learn, expand, and realize.

ARTS AND HEALTH

Use creativity and enriching community life through the arts.



 NEW JERSEY HEALTH AND
QUALITY INSTITUTE

Food Security

When every person in a household has consistent access to enough food to live an active, healthy life.

- In New Jersey approximately 9% of residents experience food insecurity.
- 10% of children are food insecure.
- People of color, low-income communities, children, and single parent homes all experience higher levels of food insecurity.



Physical Health and Nutrition Food Security



What Is Food Security?

Food security is when every person in a household has consistent access to enough food to live an active, healthy life.



What does food security look like in NJ?



Disparities in food security by race & ethnicity



Take Action

Steps you can take to address food security in your community:

1. Identify your community's nutrition needs.
2. Identify already existing initiatives and resources in your community
3. Create a food security program that fits your community if none exist or there are unmet nutrition needs you want to address.



Follow Their Lead

The Mobile Food Stand, which has 7 sites in Montclair and surrounding towns, served over 470 individuals, grew over 4,000 pounds of organic produce, and increased SNAP transactions while also engaging over 1,000 volunteers.

Land Use Planning

10

The process of determining how land will be used and developed.

- Impacts physical activity opportunities, accessibility for people of all abilities, air and water quality, and many other factors.
- Health in All Policies
- Engaging a diverse group of stakeholders is key.



Tools to Build Healthier Communities

MAYORS WELLNESS CAMPAIGN

The Mayors Wellness Campaign offers free, or low-cost, tools and strategies like this one to make your community a healthier place to live, work, and play. We encourage you to look through all of the MWC Tool categories.



Environment & Health

Land Use Planning for Sustainable, Healthy Communities

? What is land use planning?

[Land use planning](#) is the process of determining how land will be used and developed. Local leaders, property owners, and developers can consider things like promoting physical activity, accessibility for people of all abilities, protecting air and water quality, and reducing noise pollution, when undertaking the planning and permitting process. These decisions help make communities healthier places to live, work, and play. They also help older residents stay in their communities.



Stafford Rain Barrel Program

How does land use planning and policies impact community health?

[Social determinants of health](#) are the conditions in the environments where people live, work, and play which impact their health. Many towns across the county have adopted a [Health in All Policies](#) approach to improving health outcomes by including health considerations into decision-making across sectors and policy areas. The goal is to consider how any decisions made may impact the health of a community and its residents.

Municipal leaders play a crucial role in shaping local policies which impact the health and wellness of their residents. For instance, land use designs and policies can improve walkability, safety, and sense of community while decreasing isolation, crime, and stress. By improving [activity-friendly routes](#) to various places in a community, local leaders will not only increase access to grocery stores, health care services, employment, and parks, but will encourage physical activity, which can reduce the risk of chronic and mental illnesses.

FOLLOW THEIR LEAD

Stafford Township has made great progress towards preserving their environment and improving the town's water quality. The Mayor and Township Administrator collaborated with the Township Council and Engineer, residents, Department of Public Works, Rutgers University, and the NJ Office of Emergency Management to develop a Stormwater Management Plan. This led to the replacement of sewage lines, reduced flooding, enhanced transportation routes, and improved 200 acres of waterway. Stafford has launched stormwater education workshops for residents which highlight how individual actions can contribute to community health and improvement. They have also distributed over 80 rain barrels to residents.

Evaluate your current land use policies or development plans and consider the following:

1. Did you reach out to community organizations, leaders, and residents?
2. Did you discuss how this policy or plan will impact the health of your community?
3. Did you engage with other departments, committees, and/or state agencies?

Examples of Land Use Interventions

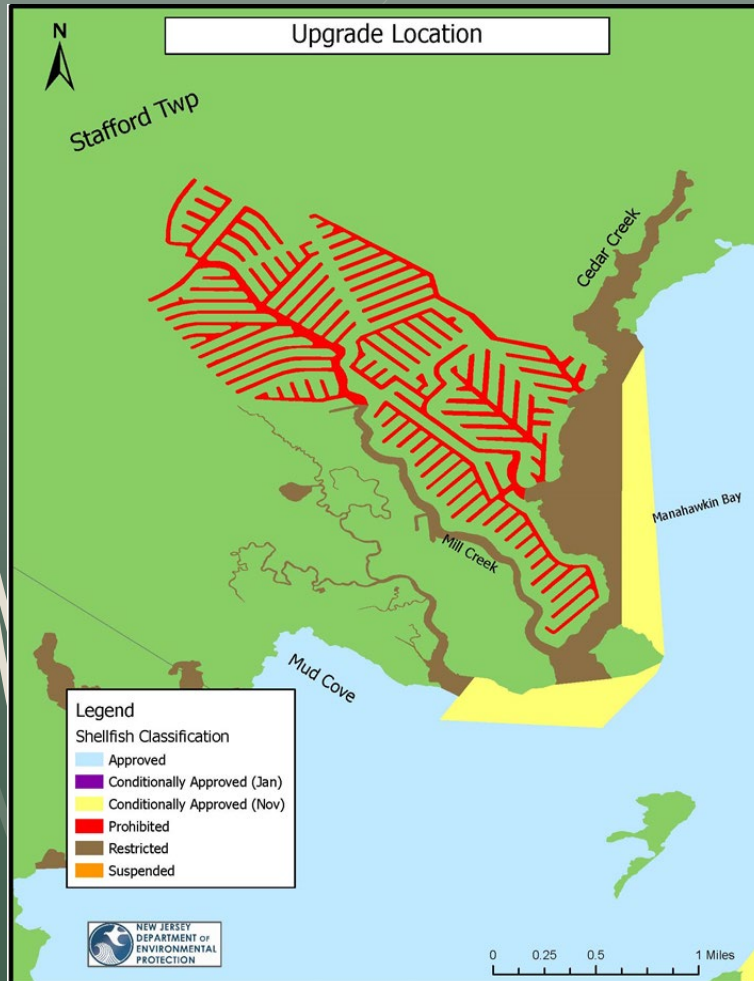


Township of Stafford

Short Term & Long Term Land Use Planning
Mayor's Wellness Campaign

7-20-2022

Where Have We Been?



What Has Been Done?



Stormwater Replacement



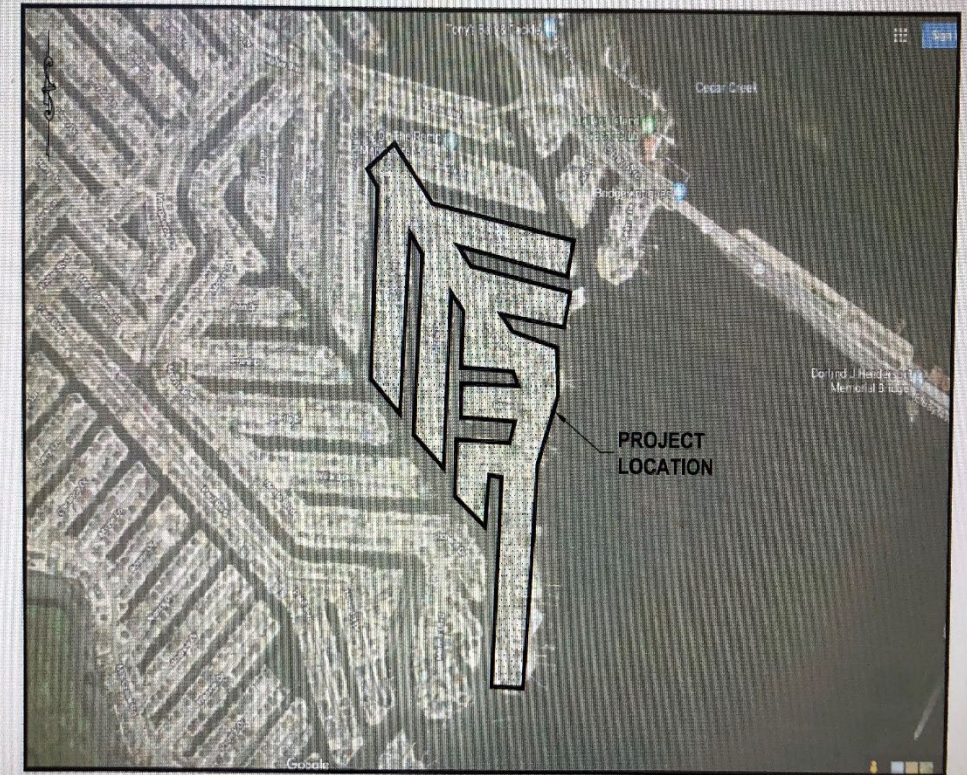
What Has Been Done?

BEACH HAVEN WEST - PHASE 1 FINAL SANITARY SEWER REPLACEMENT



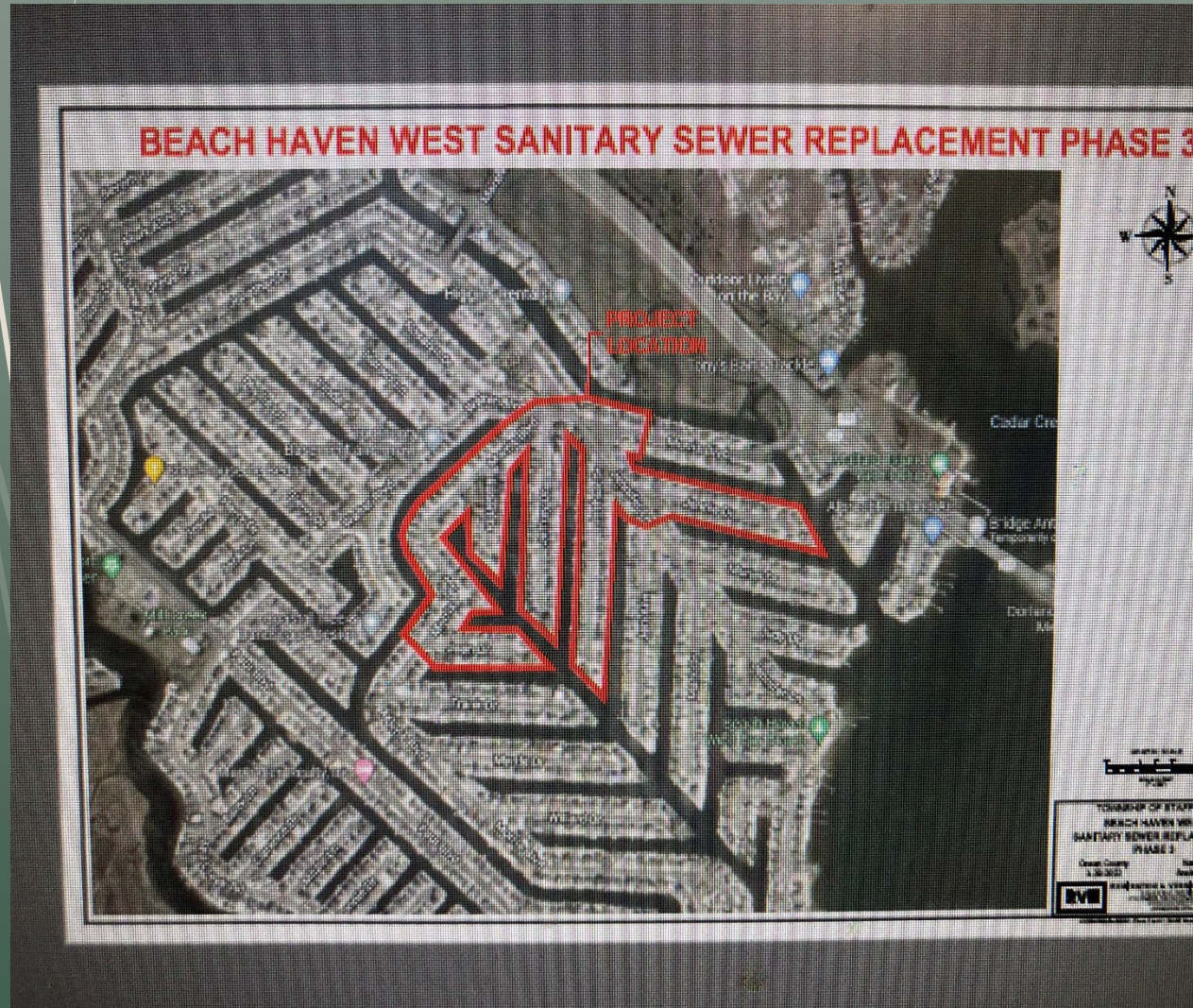
PROJECT LOCATION MAP
A.T.S.

STAFFORD TOWNSHIP BEACH HAVEN WEST - PHASE 2 FINAL SANITARY SEWER REPLACEMENT



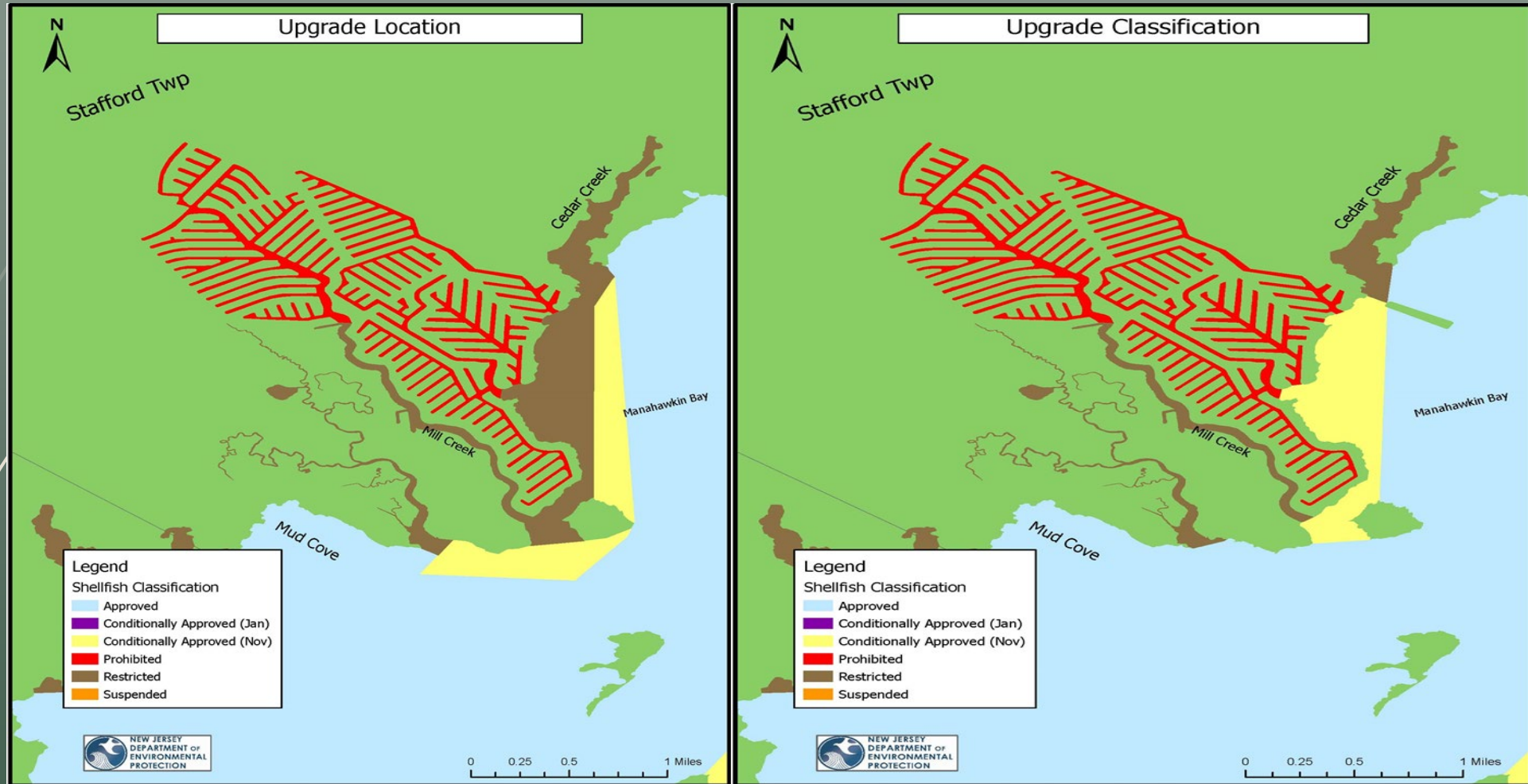
PROJECT LOCATION MAP
A.T.S.

Where are we going?



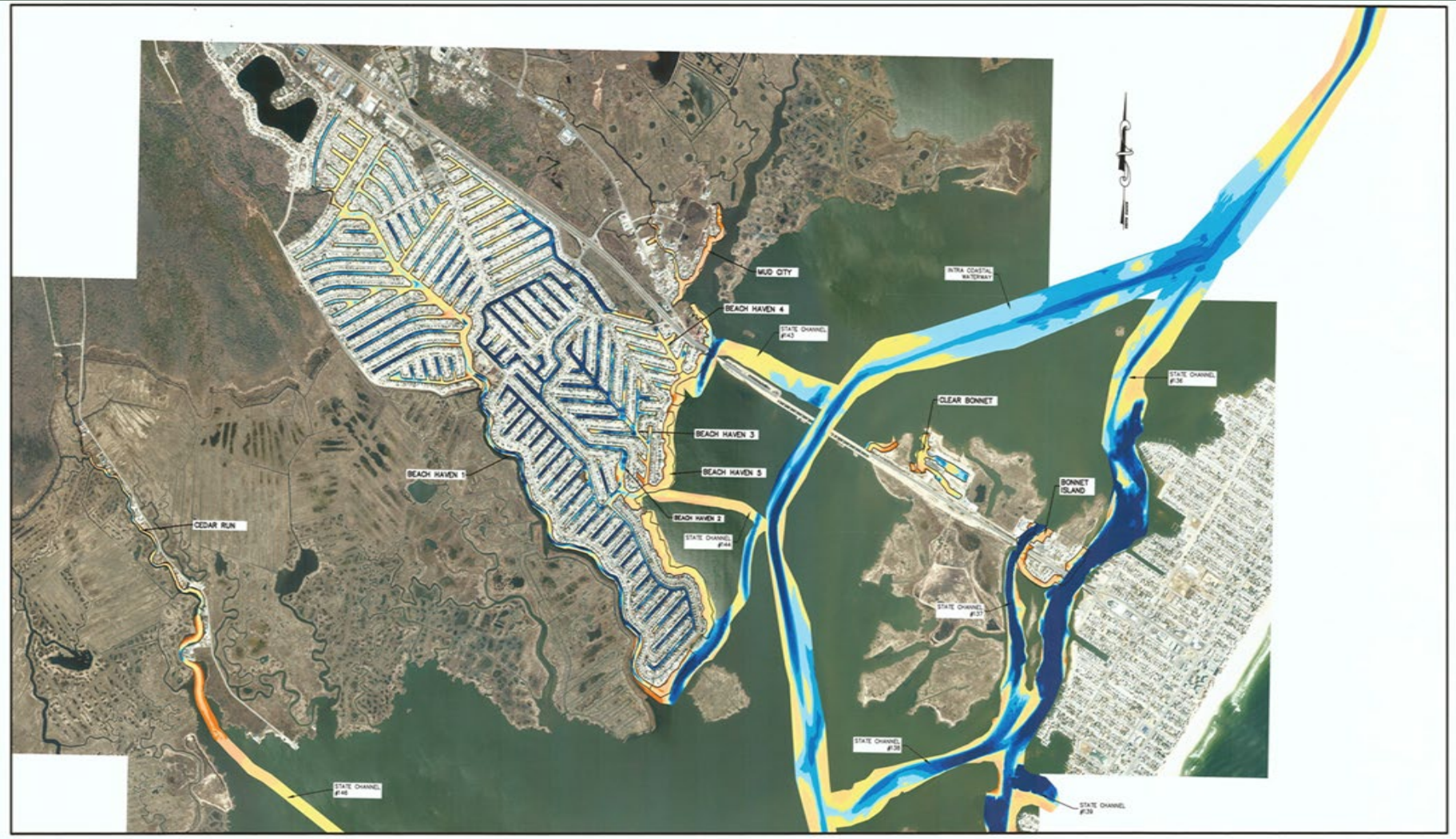
Great News

Upgrade Location



180.6 acres will be upgraded from *Restricted* to *Conditional* (Nov, 2021) and 186.2 acres will be upgraded from *Conditional* (Nov, 2021) to *Approved*.

What Has Been Done?



Stormwater – Education



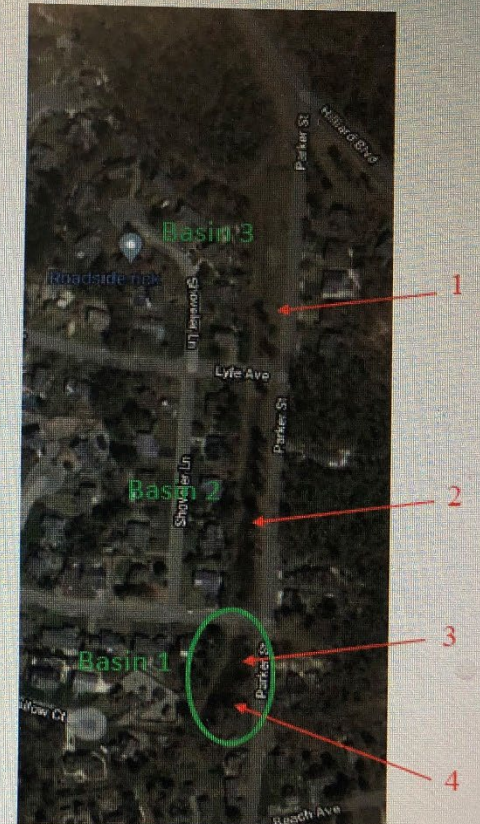
Stormwater – Education



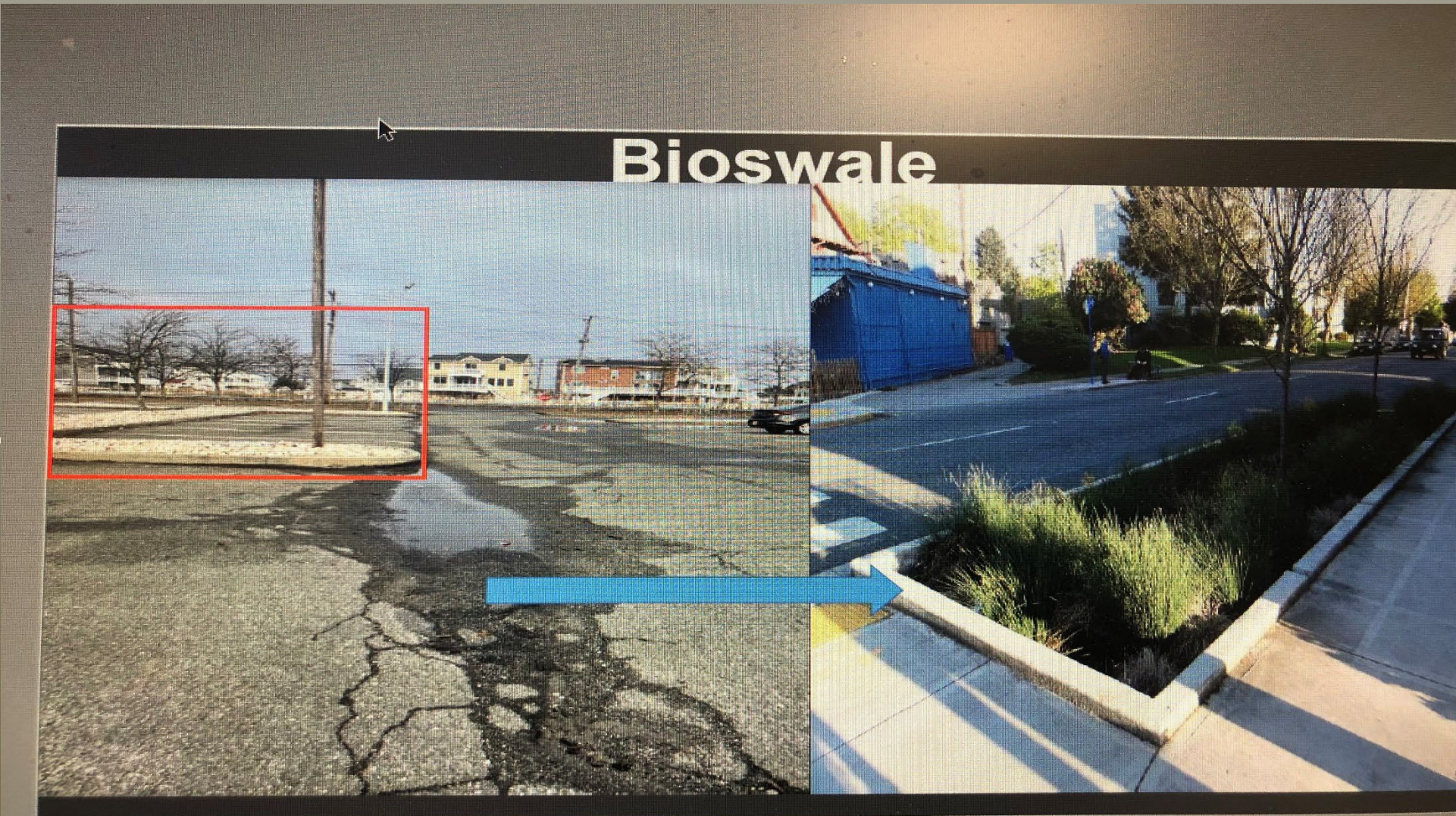
Bioswale Site Analysis

Water	Date	1	2	3	4
TN (mg N/L)	Oct. 7			0.7	0.1
	Oct. 26	0	0	1	0
	Oct. 28	1.4	1.3	0.9	0
	Dec. 6			1.2	0.2
TP (mg P/L)	Oct. 7			0.1	0.18
	Oct. 26	0.05	0.06	0.02	0.04
	Oct. 28	0.05	0.04	0.14	0.13
	Dec. 6			0.08	0.09

Soil	Soil Types	Organic Matter (%)	Water Holding Capacity (%)	Total P (mg/kg)	Plant Available P (mg/kg)
1	Sandy clay loam	2.54	55	312	23
2	clay loam	3.11	60	275	22
3	Sandy clay loam	2.89	60	355	18
4	Sandy clay loam	3.05	65	381	36



Stormwater – Bioswales & Raingardens





Safe Routes to Schools

- Relationships – Stafford Township School District & Greater Mercer TMA
- Two Travel Plans Developed
- \$992,000 grant obtained to create Walkable and Bikeable areas around the Township's McKinley Campus.

Working with other partners...







Benefits from Planning and putting the Work in....

- Improved walking and biking long term
- New Library to educate the public
- Clean bay area for a better environment for the wildlife and community. This leads to additional recreational opportunities (Shellfish, bird watching, fishing)
- Resiliency opportunities (Lagoon Study, Building relationship to help the Township with long term planning)
- Education
 - Rain barrel workshops lead to improved stormwater conditions
 - Workshops (Flood Mitigation, Lagoon, Drainage) – Lead to better awareness by the Community. Develops new opportunities (Bioswale, rain gardens, networking)

Unite New Jersey

The Quality Institute's Mayors Wellness Campaign



A photograph of three children from behind, hugging each other. The child on the left has long brown hair and is wearing a grey shirt. The child in the middle has dark curly hair and is wearing a green shirt. The child on the right has long dark curly hair and is wearing a pink and white striped shirt. The background is a blurred outdoor setting. The entire image is overlaid with a semi-transparent dark blue filter.

A new model of care that is driven by the community



April 26th & June 1st launches in [Bergen, Middlesex, and Monmouth Counties](#)

65

organizations

166

distinct
programs

145

program
locations

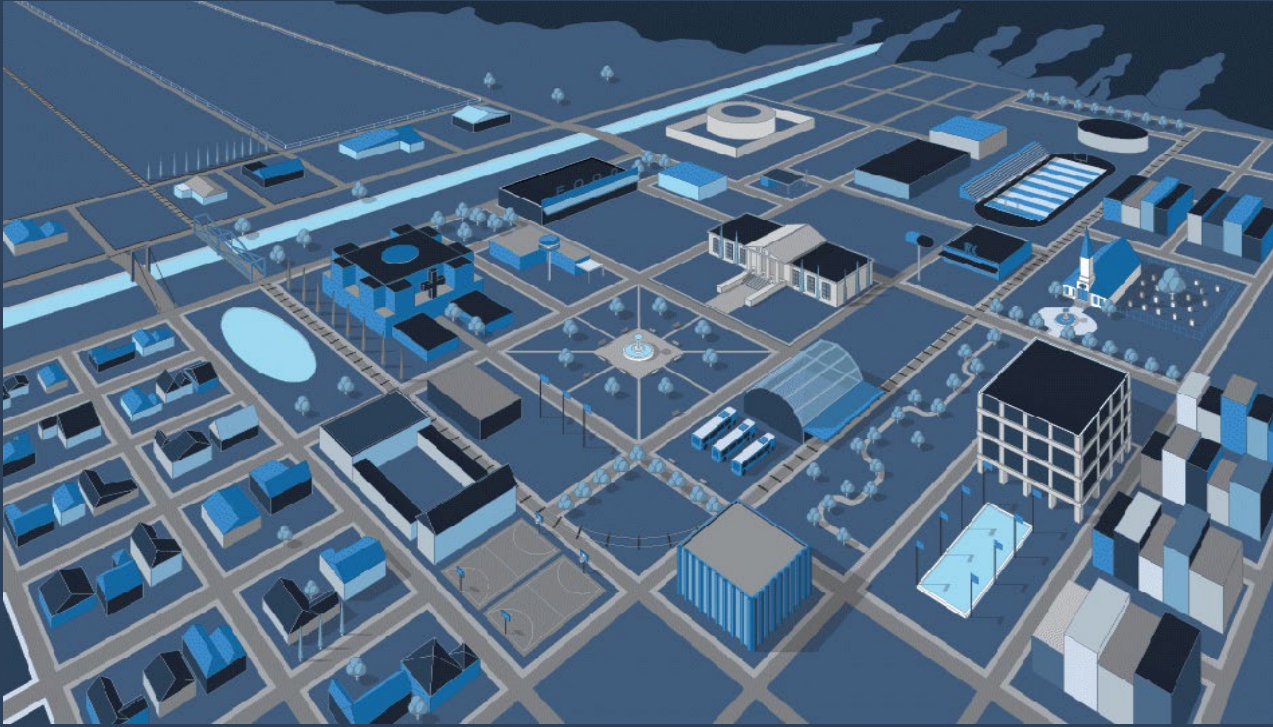
200

users

Just A Glimpse Into Our Network Partners

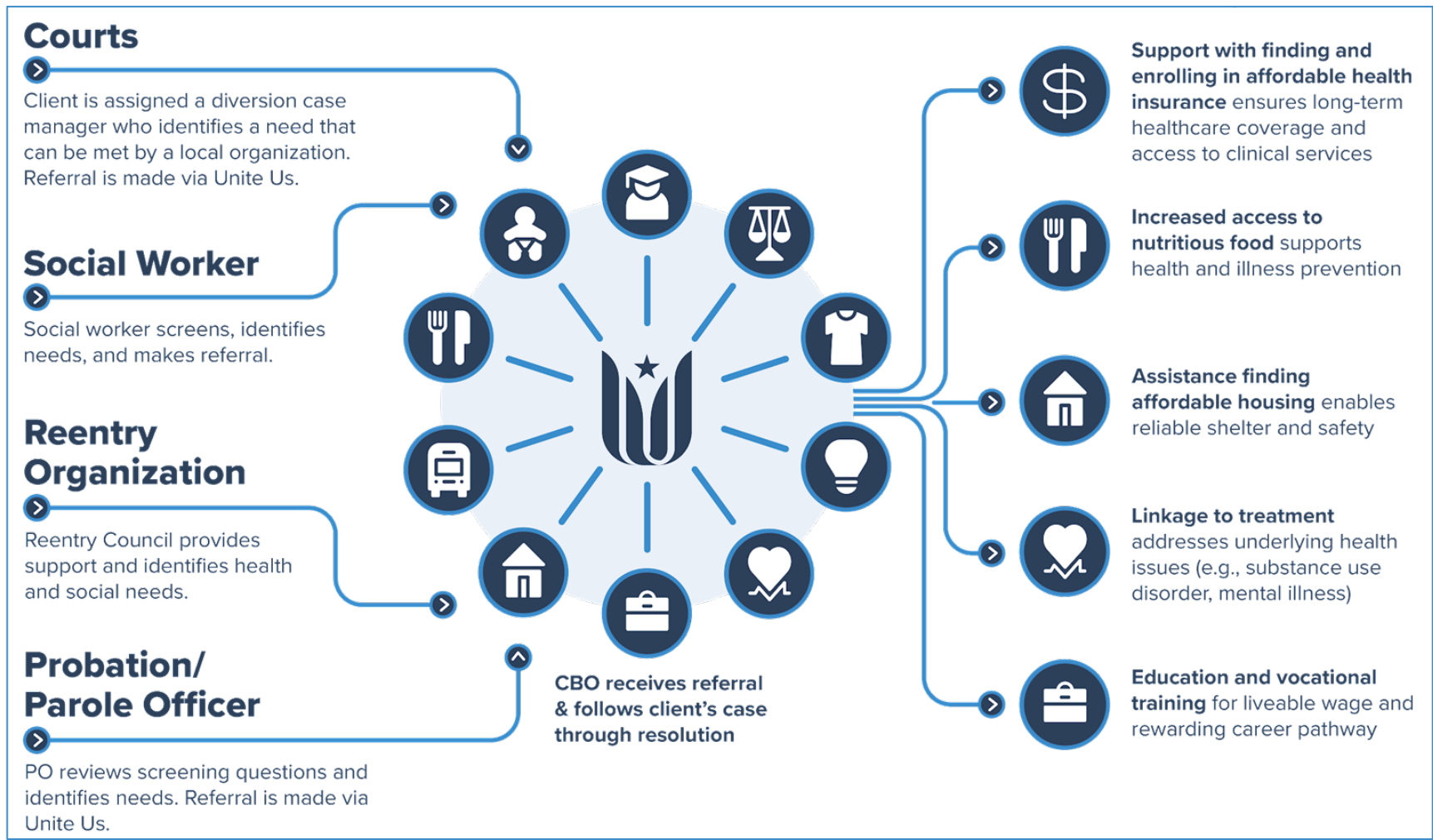


Why Should Local Government Leaders Partner with Unite Us?



1. Be the agent for change - innovate the delivery of social care for your residents.
2. Leverage existing community assets to improve outcomes for all.
3. Move beyond time-capsulated Community Needs Assessments to real-time data on health and social needs and service gaps.
4. Enhance community collaboration.
5. Health = Health Care + Social Care

How Unite Us Supports Diversion & Reentry



SACRAMENTO COUNTY, CA

In Sacramento, the non-profit Sacramento Covered works in partnership with the County Department of Public Health's Adult Correctional Health program to connect individuals to reentry services via Unite California.



New York City, NY

In NYC, the Mayor's Office of Criminal Justice has provided unlimited network access to CBOs serving individuals as they return from incarceration in effort to reduce recidivism rates

[Testimonial Videos](#)

It's your story. Tell it.

Demonstrate your organization's outcomes and drive community change.



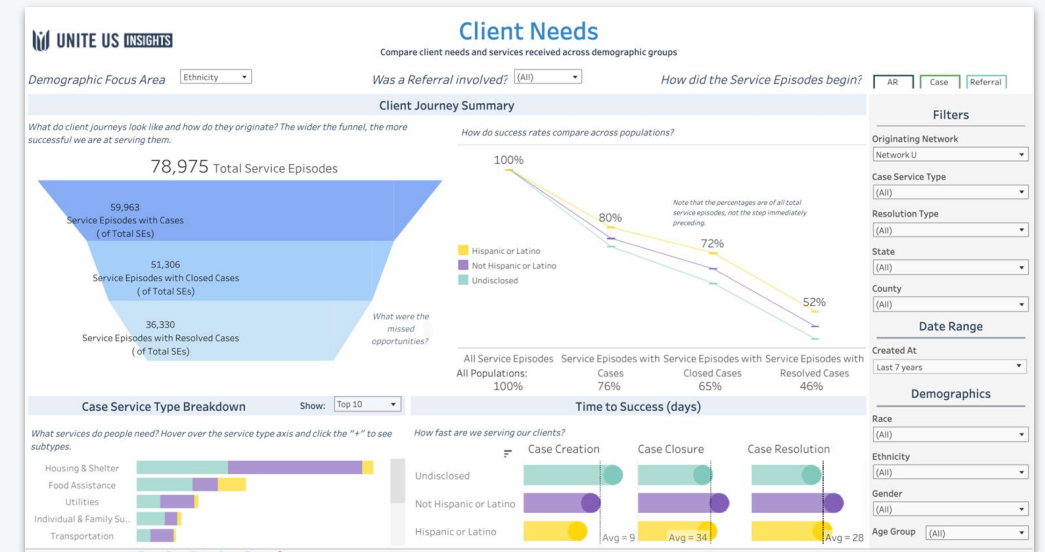
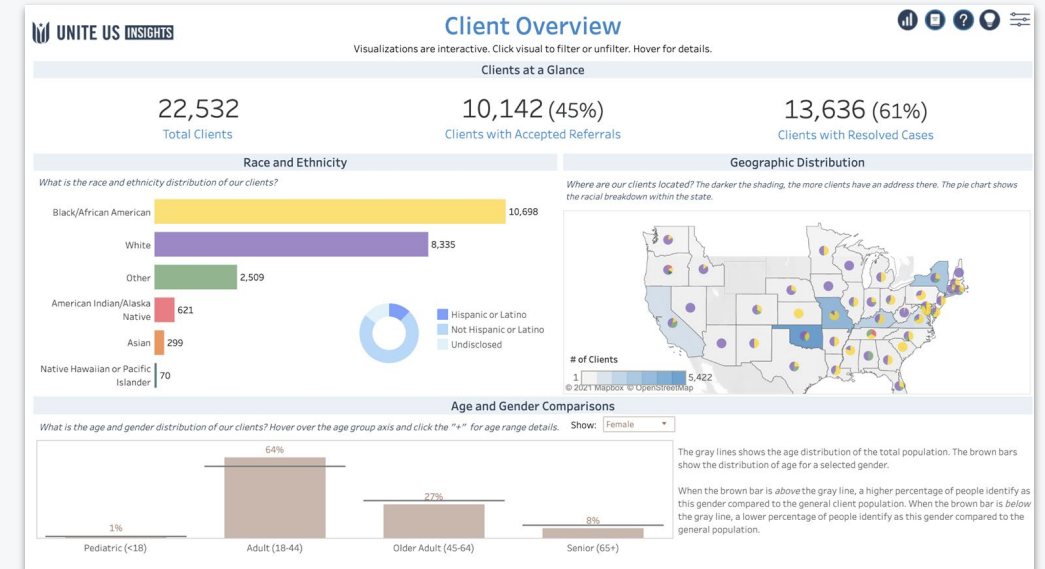
Track your city or county's activity



Measure your impact through data



Inform community reinvestment decisions



Get in Touch

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New Jersey State Director

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Follow Us



Schedule a Workflow Conversation



Submit Your Partner Registration Form

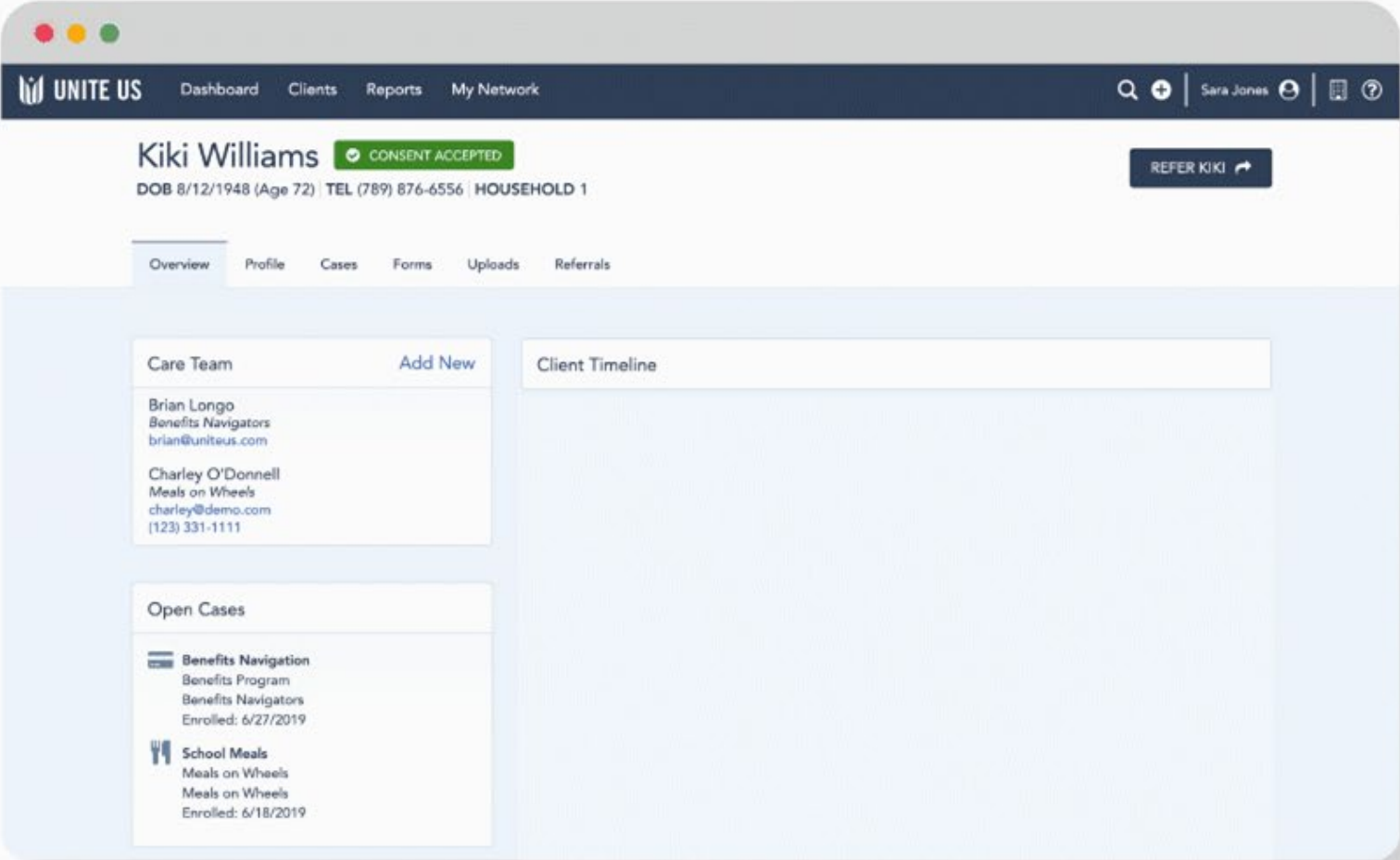


Attend a Software Training



Recommend Network Partners

Software Demo



Thank you!



Overwhelmed? Let us help.



Questions?



Thank you

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