**2022 Application for a New Jersey Healthy Town Designation**

Apply to be a 2022 New Jersey Healthy Town! A Healthy Town designation is a great honor for towns, achieved through a competitive process. This annual designation is not given to a set number of MWC towns but, rather, to all MWC towns who apply and meet the high standards defined in the Healthy Town Rubric. The Healthy Town Application and Rubric can be found at: [www.njhcqi.org/mayors-wellness-campaign](http://www.njhcqi.org/mayors-wellness-campaign).

MWC Towns that apply for a Healthy Town designation can be recognized in one of the following categories:

* Healthy Town
* Healthy Town to Watch
* Healthy Town Up-and-Coming

The purpose of this award is to recognize communities in which mayors are engaging with all members of the community in order to make their communities healthier places to live, work, and play. Awardees receive indoor/outdoor signage for their town hall, are promoted in the media through press releases and a wide-spread social media campaign, featured in an article for the New Jersey State League of Municipalities magazine and on the Quality Institute’s website ([www.njhcqi.org](http://www.njhcqi.org)), and highlighted in our newsletter to over 1,000 government, industry, and community leaders across New Jersey. We will also provide you with a media template containing press release language and social media posts to help you highlight your designation on your town’s platforms.

We encourage all MWC towns to review the Healthy Town Application and Rubric to better understand how a successful MWC program is defined. The Quality Institute is devoted to continually improving the MWC and providing participating mayors with the best resources available. Your responses to questions in this application help us to gauge the effectiveness of the MWC program and opportunities for growth and reform.

**Timeline:**

* **December 8, 2022, at 10 am** - Healthy Town Webinar: A walkthrough of the Healthy Town Application and strategies to improve your MWC and Healthy Town application. Register here: <https://njhcqi.info/MWCHealthyTown2022>.
* **January 20, 2023, at 5 pm** – **Healthy Town application due.**
* **March 2023** - Awardees will be announced.

**2022 New Jersey Healthy Town Designation Application**

Municipality (official name):

County:

Population Size:

Primary Contact Information

Mayor’s Name:

Email:

Phone Number:

Secondary Contact Information

Additional Contact Person’s Name:

Contact’s Role:

Email:

Phone Number:

Latest Date MWC Participation Pledge was signed:

Social Media Information - Respond “N/A” if you do not utilize these platforms.

Facebook:

Twitter:

Instagram:

Municipal Website:

1. Describe your community’s demographics. This should include updated Census information including but not limited to population, age, race, and median income.
2. The MWC recommends completing a local needs assessment to get the facts about your town’s health to ensure that your programming addresses the greatest health needs and challenges in your community. Describe your town’s process for collecting facts and information about community needs. If you do not complete a needs assessment, please respond “N/A”.
3. What are the top 3 areas of health and wellness that are of greatest concern to your community?
4. Describe the overall goal of your MWC programming. For example, is the goal to increase resident access to physical activity opportunities? Is the goal to provide community health education?
5. Describe the members of your MWC Committee and how they collaborate to create town programming. Include whether any residents serve on your MWC Committee and how often your committee meets. If you do not have a MWC committee, please respond “N/A”. (No more than 100 words.)
6. Use the MWC Activity Form to provide information about up to 10 of your activities: For each program, identify:

* the health goal(s) of the program,
* area of social determinants of health (SDOH) addressed (for more information on SDOH, visit: https://health.gov/healthypeople/priority-areas/social-determinants-health),
* target populations,
* sponsoring or partner organizations (Indicate if health experts were involved in programs. For example, did you partner with a health system, nutritionist, medical professional, personal trainer in order to provide program?),
* cost, if any, to participate,
* attendance,
* how programs were evaluated.

If a category does not apply to your event, respond “N/A”. Download the MWC Activities form here.

1. Which programs were based off the MWC Toolkit, MWC Handbook, or another resource provided to you by the Quality Institute? Please list. If none, respond “N/A”.
2. Describe how your MWC programs were promoted. Indicate if you connect your local program back to the Quality Institute program on any of your promotional information or website. (No more than 150 words.)
3. Describe how your MWC activities are funded. Provide details on whether programs are run by municipal staff or volunteers.
4. Approximately how many people participated in MWC programs in 2022.
5. Did you evaluate the effectiveness of your MWC programs? Describe your evaluation process. What feedback did you receive from your evaluation(s)? How did you utilize this feedback? Feel free to attach any surveys or other evaluation tools. (No more than 500 words.)
6. What are the future goals of your MWC? What areas of health and wellness do you plan to address in 2023? (No more than 250 words.)
7. Please note any successful programs or initiatives your MWC engaged in during the pandemic that you would recommend to other municipalities.
8. What would you like to see from us (specific tools, more resources, policy briefs, speakers, connections to other towns/state leaders/health experts, health topic information)? Do you have any suggestions?
9. Optional: Attach up to five additional documents that you feel would supplement your application (flyers, pictures, testimonials from residents etc.).

Thank you for your time and dedication to your local Mayors Wellness Campaign (MWC), and for applying for the New Jersey Healthy Town designation.

For more information regarding the MWC or your application, please contact Julie DeSimone, Program Officer of the MWC, at [jdesimone@njhcqi.org](mailto:jdesimone@njhcqi.org) or 609-452-5980.