

# Bringing Wellness to Your Community with the Mayors Wellness Campaign

League of Municipalities Conference  
November 15, 2022



MAYORS WELLNESS CAMPAIGN®



NEW JERSEY  
HEALTH CARE  
**QUALITY  
INSTITUTE**

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[jdesimone@njhcqi.org](mailto:jdesimone@njhcqi.org)



# THANK YOU TO OUR 2022 - 2023 MAYORS WELLNESS CAMPAIGN SPONSORS

## CRYSTAL



Hackensack  
Meridian Health



## PLATINUM



Planned Parenthood of Northern, Central, and Southern New Jersey



## GOLD



## SILVER



## BRONZE



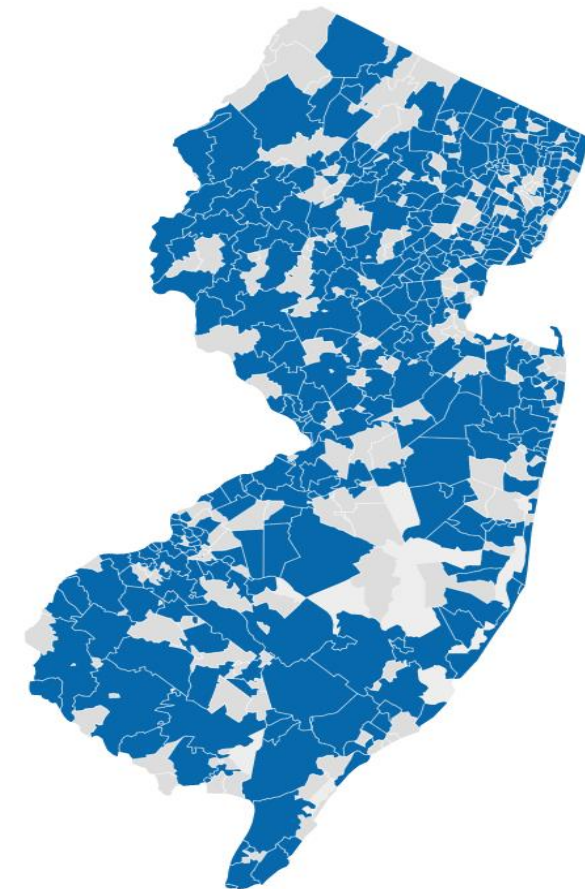
- Our mission is to improve the safety, quality, and affordability of health care for everyone.





# Mayors Wellness Campaign (MWC)

- 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



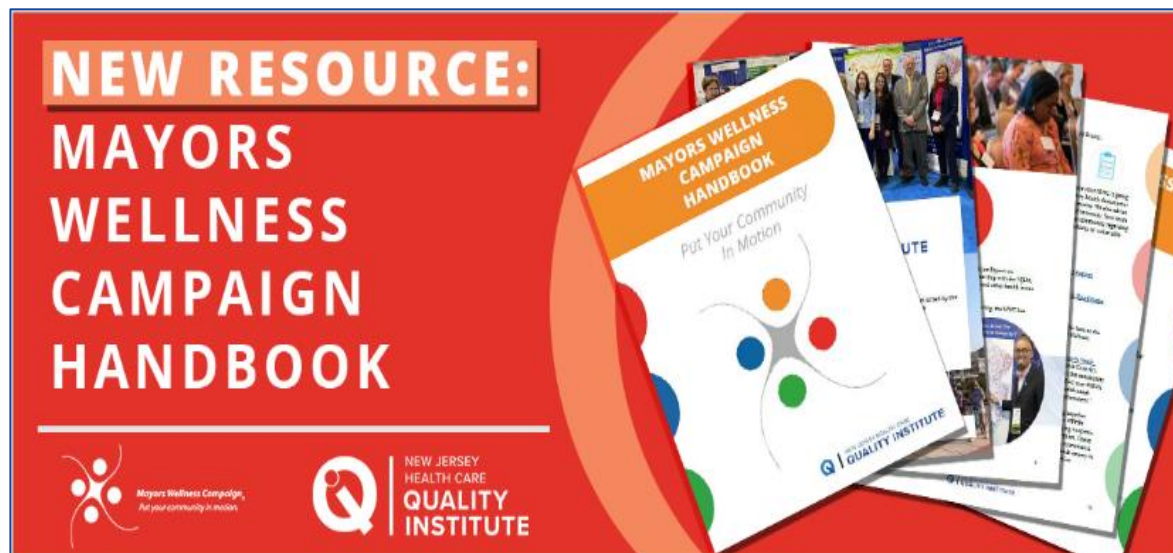
# Why Participate in the Mayors Wellness Campaign?


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## 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.



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## Social Determinants of Health

### 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.

#### 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**

Group	Food Insecure Percentage
Residents	1 in 12
Children	1 in 10
Black Households	14%
Latino Households	18%
White Households	5%

Food insecurity is **higher among**: low income communities; Black and Hispanic households; households with children; and single parent homes.



While **risk factors** for food insecurity include limited access to full-service supermarkets, public transportation and lack of affordable housing, a **majority of people** report not being able to afford food.

NEW JERSEY HEALTH CARE  
QUALITY INSTITUTE

MWC Tool - Food Security

### 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.

**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.



Stafford Rain Barrel Program

**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.

NEW JERSEY HEALTH CARE  
QUALITY INSTITUTE

MWC Tool - Land Use Planning



# MWC Healthy Town Designations

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Towns can be awarded one of three designations:

Healthy Town

Healthy Town to Watch

Healthy Town Up-and-Coming



Apply at [www.njhcqi.org/mayors-wellness-campaign](http://www.njhcqi.org/mayors-wellness-campaign) by January 20, 2023.



# Mental Health Initiative

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- Development of a Mental Health Toolkit
- Mental Health First Aid Trainings for community partners
- Access to experts in the field to bring training and education to residents
- Community technical assistance



# Mayors Wellness Campaign and Sustainable Jersey

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●

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





# Joining the Mayors Wellness Campaign

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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?

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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. Use the MWC logo to advertise your events.
5. Share pictures of events and policy or programming outcomes with Quality Institute Staff.

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



# How can you incorporate COYL into your MWC?

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- Include COYL in your program planning for 2023
- Host a COYL program for your residents
- Access and share COYL resources
- Sign a Mayoral Proclamation or Council Resolution



# Mayor Collette Kennedy The Borough of Keyport





- ❖ The Borough of Keyport is nestled in the Bayshore of Monmouth County and is just over one square mile in area
- ❖ The population is 7,204
- ❖ One of the most diverse municipalities in the Bayshore
  - ❖ 4% Asian
  - ❖ 6% Black
  - ❖ 18% Hispanic
  - ❖ 69% White
  - ❖ More than 20% of the residents are 65 years of age or older
  - ❖ Over 10% of the residents under the age of 65 have a disability
  - ❖ Over 250 veterans



# Expanding Diversity & Inclusion Awareness In The Borough of Keyport Through MWC Programs

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- ❖ 'Mayors Pledge' participant since 2019
- ❖ Designated as a "2021 Healthy Towns Up-and-Coming" award







## ❖ MWC Committee Members

- ❖ Mayor Kennedy
- ❖ Council President Kathleen McNamara
- ❖ Councilmember Lori Ann Davidson
- ❖ Borough Administrator, Jay Delaney
- ❖ Yoga and Fitness Studio Owner, Janet Gallo, Pearl Yoga & Fitness
- ❖ Subcommittee members have been added for planning of various events such as the Juneteenth event which had approx. eight other committee members added to the MWC committee for that event



## ❖ Social Media

- ❖ MWC paid for a Vimeo program for one year to develop videos which include diversity and inclusivity within the videos
- ❖ <https://fb.watch/g2WkHmUEdS/>





- ❖ “Social determinants of health and their effects on New Jersey residents (from MWC Application Criteria)
  - ❖ Social and Community
    - ❖ Diversity Component
      - ❖ Cultural Advisory Panel (School, Library, Senior Center, etc.)
      - ❖ Cultural tab added to website
      - ❖ Cultural Proclamations – shared
        - ❖ Stayed away from “usual” ones for all of 2021
          - ❖ focused on ethnicity/culture, mental health, veterans/military, education, safety, etc.
          - ❖ <https://www.keyportonline.com/culture>

# Expanding Diversity & Inclusion Awareness In The Borough of Keyport Through MWC Programs

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- ❖ MWC Partnered with GSA Club in Keyport High School for the Pride Flag Raising Ceremony





- ❖ Continuation of partnering w/ veterans & American Legion Raritan Post #23
  - ❖ Flag Lowering/Folding Lessons
  - ❖ Keyport was recognized as a “We Value Our Veterans” Community in 2021
  - ❖ Keyport partners with the American Legion Raritan Post #23 to help promote the Memorial Day and Veterans Day Ceremonies

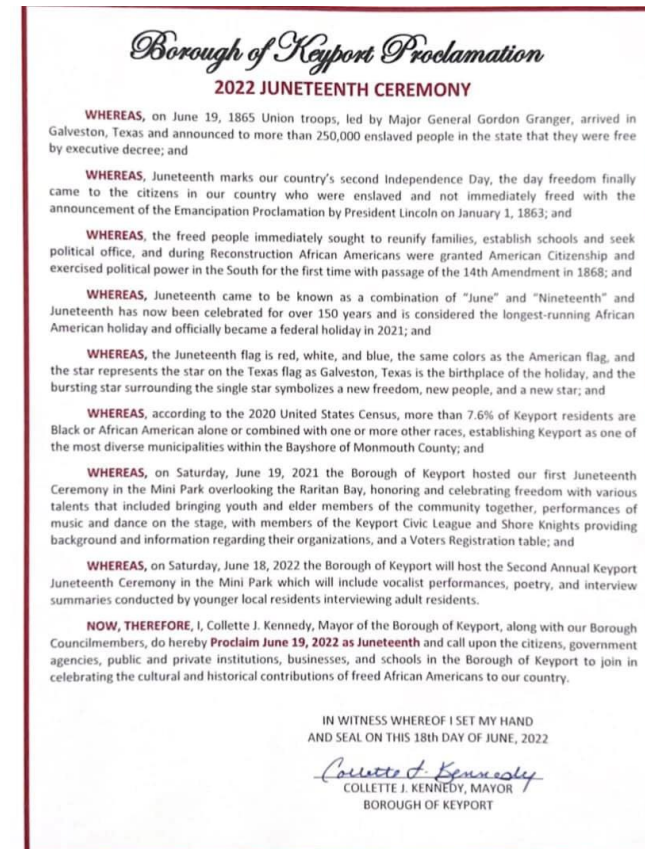


# Expanding Diversity & Inclusion Awareness In The Borough of Keyport Through MWC Programs

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## ❖ Second Annual Keyport Juneteenth Ceremony









- ❖ Continuation of conversations as to where mental health awareness is important to bring to the forefront of situations
  - ❖ MWC purchased supplies for an impromptu selfie photo station and stationary for get well wishes when the Fire Chief was unable to attend the Fireman's Fair
    - ❖ This allowed him to not feel forgotten and allowed fellow firefighters to still feel like they were supporting him without feeling guilty for working the fair instead of being at the hospital
    - ❖ This all allowed for mental health to be talked about in an inclusive manner





## ❖ November & December 2022

- ❖ The MWC Committee will be focusing on promoting the importance of mindfulness throughout the holiday season with reminders that mental health awareness is part of being in an inclusive community

Mayor Frank Bivona  
Borough of Franklin Lakes





# Borough of Franklin Lakes

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## Consistent and Successful Program for Many Years

- Dedicated resources
- Public awareness and branding
- Diversity of events and target audience
- Events that benefit community needs
- Quality event execution



# Borough of Franklin Lakes

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- **Dedicated Resources**
  - Established “Community Director” position
  - All Wellness and other events consolidated under control of one person
  - Dedicated funding for events supported by community donations and event revenues
  - Centrally coordinated events with dedicated communication to community





# Borough of Franklin Lakes

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## Public Awareness and Branding

- Recognizable logo and branding on all communications and materials
- Frequent and consistent messaging through all communication channels
- Constant and repetitive communication of events
- Partnering with community organizations and charities
- Mayor's participation critical



# Borough of Franklin Lakes

## Diversity of Events and Target Audience

- Wellness is more than exercise, it is about a “sense of community”
- Events have to appeal to specific ages and interests and bring people together
- Employees are important component of Mayors Wellness Campaign – improves morale
- From egg hunts to basketball tournaments to walks in the park



# Borough of Franklin Lakes

## Events That Benefit Community Needs

- Partner with charity groups where net proceeds go to help local causes like a family in need
- Wellness events with recreation “foundation” which help raise money for youth sports and facilities
- Leverage community milestones – Centennial celebration
- Engage local businesses for overall sponsorships and involvement



# Borough of Franklin Lakes

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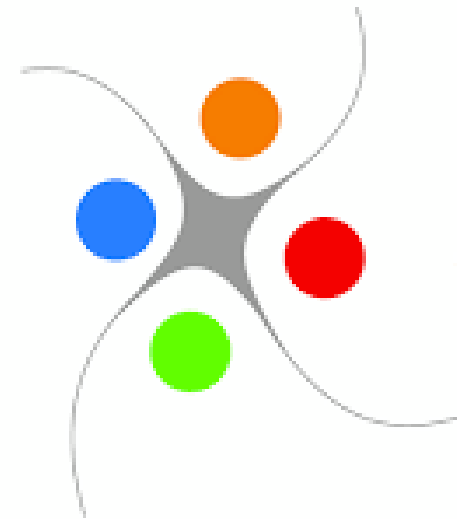


# Borough of Franklin Lakes

## Quality Event Execution

- If you are going to do it, do it well
- Advance planning and coordination of people and resources
- Successful events will lead to better attendance for future events
- Wellness events should be fun and engaging





***Mayors Wellness Campaign***  
*Put your community in motion.*

# About Jefferson Township

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- Mayor: Eric F. Wilsusen
- First term as Mayor
- Northwestern township in Morris County
- 42 Square Miles
- LOTS of open space!
- As of 2020, the population was approximately 20,538
- Jefferson Township has been a member of the MWC since 2019. Previous Administration participated in the MWC
- In 2021, Jefferson Township was designated as a Healthy Town to Watch

# Meet Our Mayor's Wellness Committee

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- The Mayor's Wellness Campaign Requires Interprofessional communication and collaboration between various public health professionals and community & business members
- Work closely with Police, Municipal Alliance, JT Connect, JTEF, JT Youth Coalition
- Our current Mayor's Wellness Committee:
  - Community Health Educator Kristine Wilsusen
  - Recreation Department Director Grace Rhinesmith
  - Physician/Chiropractor Dr. Bret Hartman
  - Public Health Nurse Gail Johnson
  - Resident Gerri Wilpert
  - Senior/Older Adult Resident Jim Hill
  - Resident Deborah Gross



# How to plan MWC programs and events

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- Following the MWC guidelines to plan programs and events, we have been able to successfully:
  - Identify our community's health and wellness needs
  - Set our community health and wellness goals
  - Decide on our MWC programming using the MWC Toolkit



# 2019





# Lake Shawnee Super Hero 3-6-9

Three Different Races for Every Kind of Super Hero!

You choose Your Challenge:

A 3 Mile Run/Walk, a 6 or 9 Mile Run!!

Family & Kid Friendly!!



**Saturday, March 30<sup>th</sup> 2019 - 9am Start**

Lake Shawnee continually proves to be a community of Super Heroes, thriving on volunteerism and service towards others. These traits are nurtured at an early age and are cultivated over the course of many years. We would like to celebrate the passionate champions of our community by creating a Lake Shawnee Scholarship Fund that will be solely funded with 100% of the proceeds from our Annual Race.

## Pre-Registration by March 16<sup>th</sup>

Adults 3/6/9- \$25/\$35/\$45pp

Adult Team of 4+- \$20/\$30/\$40pp

Children 12 and under - \$10pp - No Chip

Includes a Race Towel, Bananas, Bagels, Water and Chip

## Register After March 16<sup>th</sup> and up to Race Day

All Adults 3/6/9 - \$30/\$40/\$50pp

Children 12 and under - \$12pp- No Chip

## Make Registration Checks Payable to:

Lake Shawnee Club

All Race Fees Are Non Refundable- Rain or Shine

Register Online at [Runsignup.com](http://Runsignup.com) or Use the

Form below to register by mail.

## Beautiful & Challenging Certified Timed Course

Official 3, 6 & 9 Mile Courses

MYlaps Pro Chip Timing by NJ Trail Series

View Course Maps at [lakeshawneeclub.org](http://lakeshawneeclub.org).

On Site Registration from 7:30am - 8:45am

## Team and Individual Medals and Awards!!

Top 3 Men & Women Overall

1<sup>st</sup> Place Male & Female in 7 age categories

1<sup>st</sup> 5 Kids 12 and Under

Largest Team Pre- Registered!!

Fastest Overall Team!!!

Plus Best Costume Awards!!

Donations Welcome! Got Questions?

Contact [LakeShawneeSuperHero369@gmail.com](mailto:LakeShawneeSuperHero369@gmail.com)

## 2019 LAKE SHAWNEE SUPER HERO 3-6-9 REGISTRATION FORM

Please Print!

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail: \_\_\_\_\_

Male: ☐ Female: ☐ Date of Birth: \_\_\_\_/\_\_\_\_/\_\_\_\_ Age (on Race Day): \_\_\_\_\_

Check this box if you are running or walking for fun and do not wish to wear a chip timer.

Please make check payable to: Lake Shawnee Club

Mail to: LSC Scholarship Committee 4 West Shawnee Trail Wharton, NJ 07885

Payment Enclosed:

\$

Waiver of Liability for Lake Shawnee 2019 3-6-9:

In participating in the Lake Shawnee 5K Run/Walk, myself, my heirs, executors, administrators, assigns, do hereby release and discharge the Lake Shawnee 3-6-9 committee, its officers and agents, volunteers, all sponsoring and cooperating business, organizations, and municipalities, their employees, and agents, from all claims, damages, demands, actions, causes of action or any other claim of whatsoever nature arising out of my participation in the event or while in transit to or from the designated route. I agree to abide by all traffic laws and basic safety rules established by The Lake Shawnee Club. I agree to abide by any decision of a race official relative to my ability to complete the run. I assume all risks associated with participating in the event including, but not limited to: falls, contact with other participants, the effect of weather, including high heat or humidity, traffic and conditions of the road, all such risks being known and appreciated by me. I also give full permission to The Lake Shawnee Club for use of my name, photograph, video or any other record of this event for legitimate purposes. I understand that the event will be held rain or shine and no refunds will be issued. The undersigned, being fully aware of the risks and hazards inherent in practicing and engaging in exercise programs, hereby voluntarily assumes all risks of loss, damage or injury, including death that may be sustained by the undersigned, or to any property of the undersigned. This release shall be binding upon distributors, heirs, next of kin, executors, and administrators of each of the undersigned. In signing the foregoing release, the undersigned hereby acknowledges and represents that he/she has read the foregoing release, understands it and signs it voluntarily.

Signature (required): \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Signature (required if under 18 years of age): \_\_\_\_\_

☐ Although I cannot participate in this event, please accept my donation of \_\_\_\_\_

\*\*Please fill out one registration form per participant. Thank you!



Mayors Wellness Campaign  
Put your community in motion.











The Jefferson Township Police Department is hosting its 3<sup>rd</sup> annual

# Police Bike 'N Trike

Join the JTPD in a Ride/Chase around Lake Shawnee as part of the Mayor's Wellness Campaign. This **FREE** event is being offered to encourage residents of all ages to get out and get healthy!

Adults and children are encouraged to participate.

**CHILDREN MUST BE ACCOMPANIED BY A RESPONSIBLE ADULT  
ALL CHILDREN 16 AND UNDER MUST BE WEARING A HELMET**

Healthy refreshments will be available for bikers after their ride.

## SATURDAY, JUNE 1, 2019

(rain or shine)

Cyclists can begin checking in by **8:00 am** at Arthur Stanlick School  
(121 E Shawnee Trail, Wharton, NJ, 07885)

Bikers age 12 and under will travel a 1-mile loop from Stanlick School, making a left out of the parking lot, turning around at the intersection of Hurdstown and Shawnee Trail, then returning to the school.

Policemen will ride along on their bikes and the goal is to complete the loop and beat the policemen back to the school!



Bikers age 13 and up - and the younger riders if they want to - will have the option of completing a larger 2.5 mile loop which will continue past the school and go all the way around the lake back to The Arthur Stanlick School.

**REGISTRATION FOR THIS EVENT IS ONLINE**

Log on to <http://www.communitypass.net> and follow the prompts to set up your own personal account if you don't have one already or log into your account. Choose **The Mayor's Wellness Campaign 2019** and register for Bike 'n Trike. You will automatically receive an email confirmation after you register.

If you experience difficulty in registering online, you can log on to [www.jeffersontownship.net](http://www.jeffersontownship.net), click on the "Form Center" link on the left side of the home page, and scroll down to the Recreation Department to find "Community Pass Online Registration Instructions" with step-by-step directions for registering online through Community Pass. If you need assistance after following the detailed instructions to create an account and register for this event, please contact the Recreation office







TEAR ROUND RECREATION CAPITAL  
JEFFERSON TOWNSHIP  
OF NEW JERSEY

# KIDS YOGA (ALL WELCOME) IN THE PARKS AT JEFFERSON FARMERS MARKET

SUNDAY, AUGUST 18, 10:30 AM - 11:00 AM

FREE!! BRING YOUR OWN TOWEL OR MAT

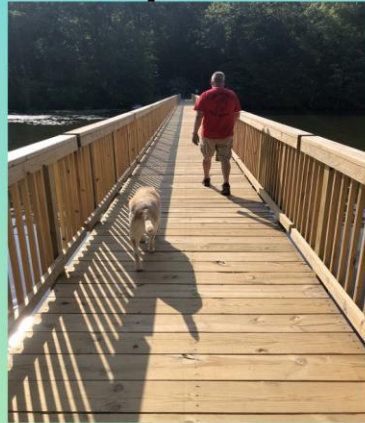
visit FACEBOOK:Jefferson Township  
Farmers Market or Eric Wilsusen-Mayor  
of Jefferson Township

 Mayors Wellness Campaign  
Put your community in motion.





## HIKE with the Mayor to Liffy Island



Saturday 10.12.19 at 9:00 am  
Start at James Leach Boardwalk Trail at  
Prospect Point Preserve  
Parking at Brady Rd Park/Dogs on leashes welcome





## MAYOR'S WELLNESS CAMPAIGN

# WELLNESS RESOURCE FAIR



Health and wellness resources from various agencies including blood pressure and hearing screenings, mental health and addiction services. All are welcome.

**NOVEMBER 16**  
11 A.M. - 1 P.M.

### MENTAL HEALTH AND SUBSTANCE ABUSE CONVERSATION 1 P.M. - 2 P.M.

Healthy Right's event will be an open discussion for youth about the mental health and substance abuse crisis in America, featuring special guest Susan Woomer, LCSW, LCADC.

**JEFFERSON TWP. SENIOR CENTER**  
54 SCHOOL HOUSE RD, OAK RIDGE, NJ 07438





# In Cooperation with our Business Community





## Community Yoga at TruNature



Join TruNature Yoga & Wellness and the Township of Jefferson Mayor's Wellness Campaign for a Complimentary Community Class highlighting a mindfulness body scan. All are welcome.

20% off (1) Spa Service with valid state i.d. through 12/31/20.

**Virtual Complimentary Class**  
**December 16th**  
**3:30pm - 4:30pm**


Book your virtual class for a gentle yoga class with Kristine Wilsusen at [www.TruNatureYoga.com](http://www.TruNatureYoga.com)

Book your class 1 hour prior to start and receive your class link.




**TruNature Wellness**  
Learn to LIVE beyond existing.  
Yoga Spa School

[www.TruNatureYoga.com](http://www.TruNatureYoga.com)  
217 Espanong Road, Lake Hopatcong



BLACK BEAR FITNESS PRESENTS

# Free Community YOGA



**Mondays 6:15pm** **Saturdays 10:45am**

**Suitable for All Levels - Begins Week of June 24th**  
**Open to All Jefferson Township Residents**

681 RT 15 South  
Lake Hopatcong, NJ 07849  
973-663-9300  
[blackbearfitness.com](http://blackbearfitness.com)

In Partnership with the  
**Mayors Wellness Campaign**  
*Put Your Community In Motion*

Made with PosterMyWall.com

# Farmers Market Wellness Awareness





# Photos from Mayor's Wellness Campaign Events

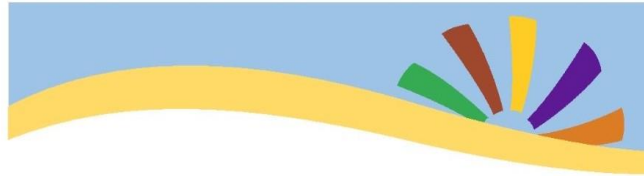




# 2020



# Virtual Events



## Suicide Prevention

Suicide is a major public health concern. Over 48,000 people died by suicide in the United States in 2018. It is the 10th leading cause of death in the U.S. Suicide is complicated and tragic, but it is often preventable. Knowing the warning signs for suicide and how to get help can help save lives.

September 22nd, 2020, 7 to 8:15pm

Via Zoom

RSVP to <https://tinyurl.com/y2rrfrdy>

*This program is offered free of charge.*



**SEPTEMBER 14TH 7PM - 8:15PM**

## MANAGING STRESS & ANXIETY

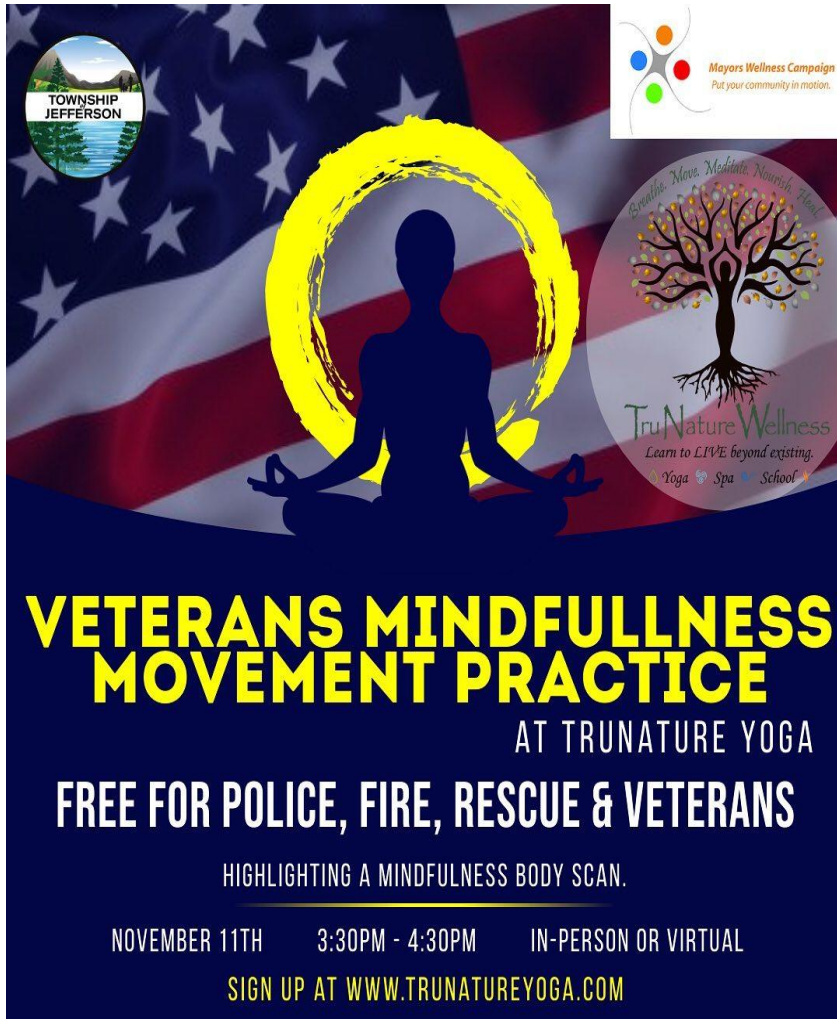
### *During a Crisis*

We all have brief moments of stress and anxiety no matter our age, where we live, how many kids we have, whether we are a stay at home parent or work outside the home we all feel pressure at times. This workshop will discuss the dangers/ consequences of stress and offer coping strategies that will allow us to deal more effectively with stress and the symptoms. Presented by: Diane Lang, Psycho-therapist/Life Coach.

We will end with a mindful meditation practice by Kristine Wilsusen, Health Education Consultant and Certified Yoga Instructor.

Join us for a live Zoom webinar register at: <https://tinyurl.com/y6ejpkbh>





The poster features a dark blue background with a large American flag. In the center is a silhouette of a person in a meditative pose, surrounded by a bright yellow circular glow. To the right of the person is a circular logo for 'Tru Nature Wellness' featuring a tree and the text 'Learn to LIVE beyond existing. Yoga Spa School'. In the top left corner is a small circular logo for 'TOWNSHIP JEFFERSON'. In the top right corner is a logo for 'Mayors Wellness Campaign Put your community in motion.'.

**VETERANS MINDFULNESS  
MOVEMENT PRACTICE**  
AT TRUNATURE YOGA

**FREE FOR POLICE, FIRE, RESCUE & VETERANS**

HIGHLIGHTING A MINDFULNESS BODY SCAN.

NOVEMBER 11TH 3:30PM - 4:30PM IN-PERSON OR VIRTUAL

SIGN UP AT [WWW.TRUNATUREYOGA.COM](http://WWW.TRUNATUREYOGA.COM)

The Jefferson Township Mayor's Wellness Campaign in cooperation with Karen Ann Quinlan Hospice presents

# "Five Wishes" Advanced Directives Workshop

Free Webinar

The goal of this program is to increase the number of Americans who have completed an advance directive ("living will"), in which they name the person who will make medical decisions for them in the event they are seriously ill and can't speak for themselves.

Thursday April 30 | 7 PM



REGISTER AT [WWW.KARENANQUINLANHOSPICE.ORG/EVENTS](http://WWW.KARENANQUINLANHOSPICE.ORG/EVENTS)



# Virtual Events

Township of Jefferson Mayor's Wellness Campaign Event

## Top 10 Tips for Winter Wellness

Free Virtual Webinar  
Wednesday, February 10  
12:30pm - 1pm

**Presenter:**

Dr. Bret Hartman, DC and owner of Total of Wellness of NJ.

Dr. Bret will highlight the top 10 tips to increase immunity and stay healthy through the winter season. Questions may be asked through the chat feature.

Register in advance for this meeting to receive an emailed link with information to join:  
[tinyurl.com/7w3xmq4m](https://tinyurl.com/7w3xmq4m)



**NATIONAL NUTRITION MONTH**

## Benefits of a Plant-based diet

 **MARCH 24 | 7 PM - 8 PM**

**This FREE webinar will focus on how to improve your overall health and prevent chronic illness with diet change, plant based specifically.**

**PRESENTERS:** **MARISSA REILLY**  
Certified Holistic Nutritionist,  
Certified Health & Wellness Coach

**VICTORIA SABARESE**  
Certified Holistic Nutritionist,  
Certified Health & Wellness Coach

**REGISTER NOW!** <https://tinyurl.com/man6xju2>









# YOGA IN THE PARKS AT JEFFERSON FARMERS MARKET

SUNDAY, JULY 28, 10:30 AM - 11:15 AM  
FREE!! BRING YOUR OWN TOWEL OR MAT

visit [FACEBOOK:Jefferson Township Farmers Market](#) or Eric Wilsusen-Mayor of Jefferson Township









Township of Jefferson

# FOOD DRIVE

SATURDAY, SEPTEMBER 19  
8:30am – 12pm  
CAMP JEFFERSON, 81 Weldon Road

Come support your local food pantries  
while getting to view some  
awesome cars!

**Featuring  
Slingshot  
& Cars!**  
Presented by Victor Rivera

**ITEMS NEEDED**  
Monetary (\$10 or giftcard to food store)  
Toilet paper  
Canned fruit (in juice not syrup)  
Soups, Tuna fish, Corn Beets, Spam, Chili, Stew, Ketchup, Mayo, Pasta, Cereal, Oatmeal packets, Coffee, Pancake mix & Syrup







**SATURDAY, September 19**  
**Camp Jefferson, 81 Weldon Road**  
**FREE Sessions: 8:30-9:30am OR 10-11am**  
**PEACE | LOVE | COMMUNITY**

We will be practicing a gentle Hatha yoga flow using breath techniques, movement and mindfulness practices cultivating to become warriors of peace. Bring a mat, beach towel & water bottle.

This is a free event but we ask that participants bring a donation for the township food pantries. Suggested donation: non-perishable food items or \$10

Sign up online: <https://tinyurl.com/y2yabo2u>  
40 person limit per session.


**JOHANNA RIVERA**  
Exit Neighborhood Realty  
725 Route 15 South, Suite 106  
Lake Hopatcong, NJ 07849  
Cell: 973-220-4414






# Food Insecurity




 **Kiwanis**  
**FREE FOOD DISTRIBUTION**  
**Saturday, May 15 - 2:00pm-4:00pm**  
**Arthur Stanlick Elementary School**  
**121B E Shawnee Trail, Wharton**



Each box contains 35 - 40 lbs of food  
Canned Food - FREE Groceries - Fresh Produce  
*While Supplies Last*

For More Information Contact Frank Cahill (862) 346-5100  
**Register [www.kiwanishelps.org](http://www.kiwanishelps.org)**

**Sponsored by**  
**Assemblywoman**  
**BettyLou DeCroce**  
Member of Kiwanis Club of Greater Parsippany



**HOST FREE FOOD GIVEAWAY**  
**HOSTING A FREE FOOD GIVEAWAY**  
Wednesday October 14, 2020  
1:00PM-2:30PM

Lakeside Park  
at 15 Swan Lane  
Lake Hopatcong, NJ

**RECEIVE**  
**FREE Groceries • Fresh Produce • Dairy • Canned Goods**

For more information visit our web site, [www.springstreetcdc.org/table-of-hope](http://www.springstreetcdc.org/table-of-hope) | For more details call Dawn Call Dawn Shepherd : 908-672-8423  
To Volunteer for this event contact Meredith Davidson @meredithdavidson@gmail.com or visit our web site [www.springstreetcdc.org](http://www.springstreetcdc.org), Click "Volunteer"





# 2021



# Virtual Events



Township of Jefferson Mayor's Wellness Campaign Event

## Top 10 Tips for Winter Wellness





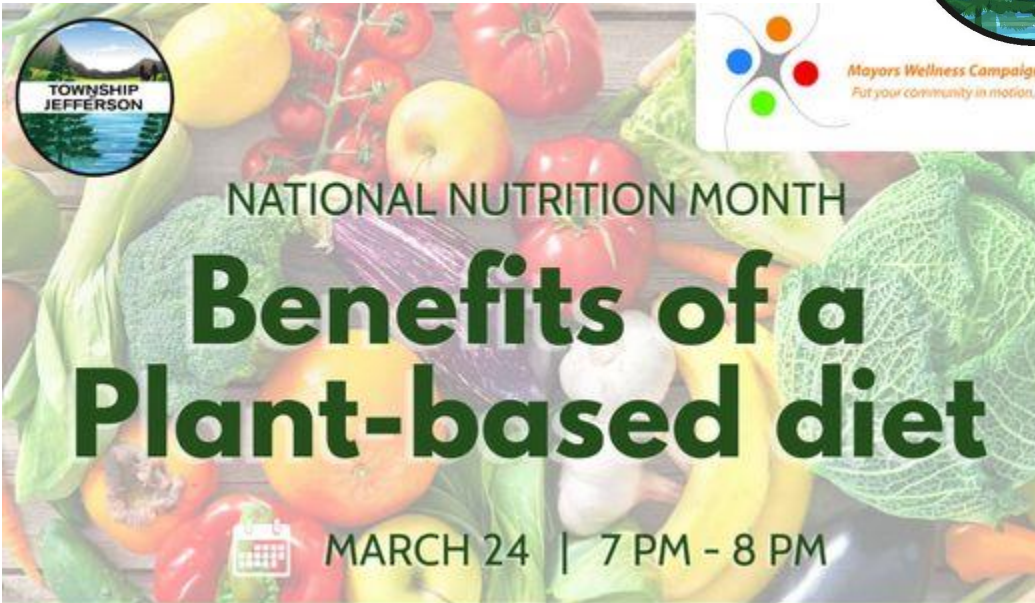
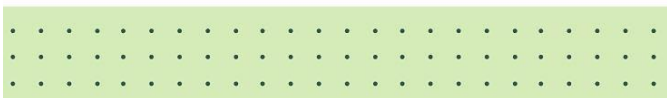
Free Virtual Webinar  
Wednesday, February 10  
12:30pm - 1pm

**Presenter:**

Dr. Bret Hartman, DC and owner of Total of Wellness of NJ.

Dr. Bret will highlight the top 10 tips to increase immunity and stay healthy through the winter season. Questions may be asked through the chat feature.

Register in advance for this meeting to receive an emailed link with information to join:  
[tinyurl.com/7w3xmq4m](https://tinyurl.com/7w3xmq4m)



NATIONAL NUTRITION MONTH

## Benefits of a Plant-based diet

MARCH 24 | 7 PM - 8 PM

This **FREE** webinar will focus on how to improve your overall health and prevent chronic illness with diet change, plant based specifically.

**PRESENTERS:** **MARISSA REILLY**  
Certified Holistic Nutritionist,  
Certified Health & Wellness Coach

**VICTORIA SABARESE**  
Certified Holistic Nutritionist,  
Certified Health & Wellness Coach

**REGISTER NOW!** <https://tinyurl.com/man6xju2>

# Virtual Events



## NJ 211: Get Connected with Resources & Live Assistance Now!

Join Sue Ross, Marketing and Communications Manager at NJ 211 and learn about the 211 resource database, help center and website and getting connected easily and fast to services that may help you find answers to the challenges that you and others in your life are facing. NJ 211 services are free, multilingual and confidential. Live and online services are available 24/7.

**March 15 from 12:30 pm - 1:15 pm**

Sue Ross, Marketing and Communications Manager, NJ211  
Officer Chelsea Parisi, Jefferson Township Police Department



Register in advance for this meeting:

<https://us02web.zoom.us/join/register/tZcvduqrqT4vE9Mv4tYHtKbIn-9nmBt9xRpX>

**9-1-1 for Life-Threatening or Property Emergencies**

- Impaired Driving
- House Fire
- Medical Emergency
- Abduction
- Robbery
- Report Domestic Violence
- Suspicious Activities
- Heart Attack or Stroke

**2-1-1 for Information and Resources for everything else**

- Housing and Utility Issues
- Find Shelter
- Locate a Food Pantry
- Natural Disaster Relief Information
- Fraud and Identity Protection
- Tax Preparation Assistance
- Veterans Services

**MAKE THE RIGHT CALL**



## CONVERSATIONS OF YOUR LIFE

NATIONAL FAMILY CAREGIVERS MONTH



National Family Caregivers Month

**Join us for a virtual event with Debra Hallisey**

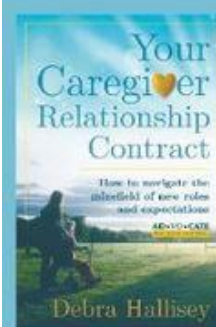
Date: November 30, 2021 from 1:00 pm – 2:00 pm

**Scan below to register**



Or Click the link below:

<https://tinyurl.com/8rv5ets8>



Debra Hallisey, Founder of Advocate for Mom and Dad as well as Author of Your Caregiver Relationship Contract tells her personal story of caregiving and the importance of such planning. Learn about support and caregiving resources that can help every family, the importance of Advance Care Planning for you and your loved ones, and about different types of Advance Care Plans and understanding a POLST form.

ADVOCATE



NEW JERSEY HEALTH CARE  
**QUALITY INSTITUTE**



# Working with our Neighbors!

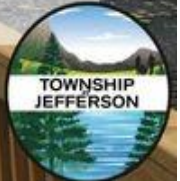



Join Jefferson Township & MT. Arlington  
Mayors Eric & Mike for a

# WALK WITH THE MAYORS

Saturday, October 9 • 10am

**LIFFY ISLAND TRAIL AT PROSPECT POINT PARK**  
30 Florida Ave, Lake Hopatcong





# 2022





## Importance of Self-Care

HOSTED BY JEFFERSON TOWNSHIP  
HEALTH DEPARTMENT  
& THE MENTAL HEALTH ASSOCIATION



DR. ANNETTE HOFFMAN AND LAC, TRACY KLINGENER OF THE MENTAL HEALTH ASSOCIATION WILL DISCUSS THE DIFFERENCE BETWEEN ANXIETY AND DEPRESSION AND WHEN WE NEED TO SEEK MEDICAL HELP. KRISTINE WILSUSEN, HEALTH EDUCATOR, WILL DISCUSS THE IMPORTANCE OF SELF-CARE INCLUDING SPECIFIC COPING STRATEGIES AND END WITH A MINDFULNESS PRACTICE.

*February 23, 2022  
3:00 pm - 4:00 pm*

*THIS IS A VIRTUAL EVENT.*

TUNE IN ON THIS DAY  
[HTTPS://TINYURL.COM/25PNA49S](https://tinyurl.com/25PNA49S)





# HIKE FOR HEALTHY MINDS



Mayors Wellness Campaign  
Put your community in motion.

**Sunday, May 15**  
**9 AM - 11 AM**

**Prospect Point Park**  
**30 Florida Ave, Lake Hopatcong**  
**All ages welcome**

Join us for a self-guided, mindful hike.  
All participants will be provided with a  
mindfulness trail map to help guide  
you on your journey & a gift that  
"You are not alone."

Please see the Mayor's Facebook page for further details  
@Eric Wilsusen-Mayor of Jefferson Twp NJ







Total Wellness  
of New Jersey  
Your Health, Our Passion



TOWNSHIP  
JEFFERSON



Mayors Wellness Campaign  
Put your community in motion.

# HIKE WITH THE MAYOR

Join Mayor Eric Wilsusen &  
Total Wellness of New Jersey  
on a scenic hike to Liffy Island!

**SATURDAY, JULY 9**  
**11AM - 12PM**

Meet at Prospect Point Park  
30 Florida Ave, Lake Hopatcong



TOWNSHIP  
JEFFERSON



NEW JERSEY HEALTH CARE  
QUALITY INSTITUTE





Complementary

# RELAX & REFRESH FOR FIRST RESPONDERS

In honor of Mental Health Awareness Month we would like to invite all of our amazing First Responders to join us for a complementary relaxing, gentle-moving stretching session using breathing and mindfulness practices.

**Friday, May 13**

12:15pm - 1:15pm

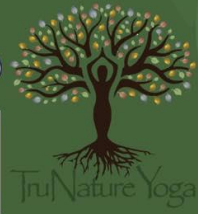
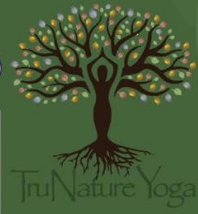
**Monday, May 16**

7:30pm - 8:30pm

To sign up visit: [trunatureyoga.com](http://trunatureyoga.com)

**TRU NATURE  
YOGA & WELLNESS  
STUDIO**

217 Espanong Rd,  
Lake Hopatcong



# COMPLEMENTARY YOGA CLASS

For Teacher Appreciation Week  
& All Staff

In honor of Teacher Appreciation Week  
The Jefferson Township Mayor's Wellness  
Campaign in partnership with TruNature  
Yoga & Wellness are offering a complementary  
class to all teachers & staff in the  
Jefferson Township School District between  
May 15 - May 31

To sign up go to: [trunatureyoga.com](http://trunatureyoga.com)  
Show this flyer at class to receive offer



217 Espanong Rd, Lake Hopatcong





**FREE COMMUNITY EVENT**  
**PASTA & A PROGRAM**

**TUESDAY, OCTOBER 25TH DOORS OPEN AT 6PM**  
**JEFFERSON TOWNSHIP HIGH SCHOOL**

**Complimentary Pasta Buffet catered by Jimmy Gees Sports Bar & Grill**

Please join us for the first in a series of four programs featuring Cornell Thomas, entitled the Power Of Positivity, Controlling Where The Ball Bounces. In this discussion Cornell will speak about overcoming adversity, dealing with change, and having a positive mindset.

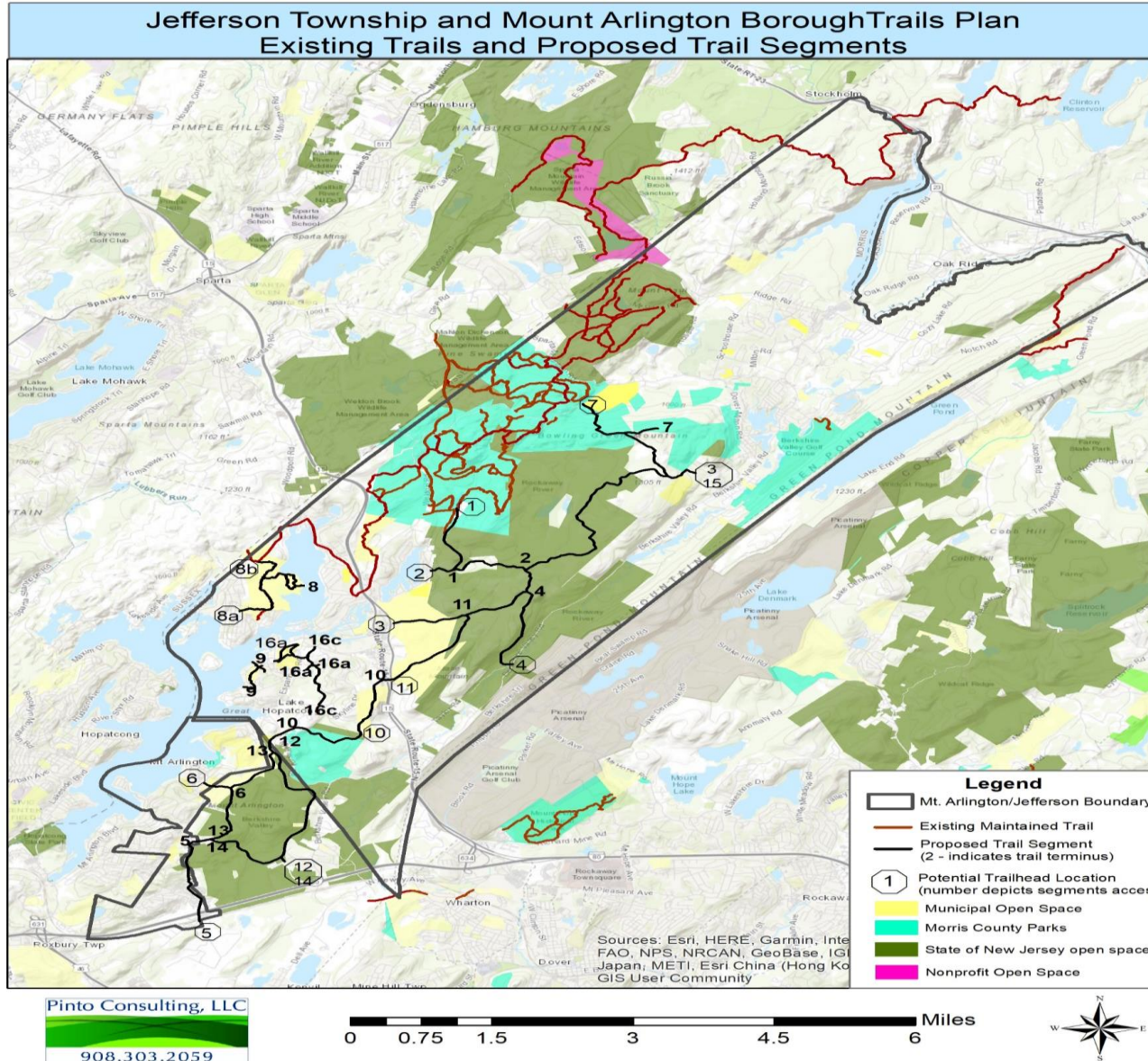
**PLEASE REGISTER by 10/23 at <https://tinyurl.com/2rhsj8ut>**  
**By registering you are helping us to make the best possible experience for you and your family. Students 11 years and older are welcome!**



Mayors Wellness Campaign  
Put your community in motion.

**VISIT [JTEF.ORG](http://JTEF.ORG) FOR ALL EVENT DETAILS**

# Trails Development



- Started Ad hoc Committee Feb. 2020
- Formed by Ordinance 2022
- \$1 Million Private Donation
- Combination of neighborhood trails and larger trail segments

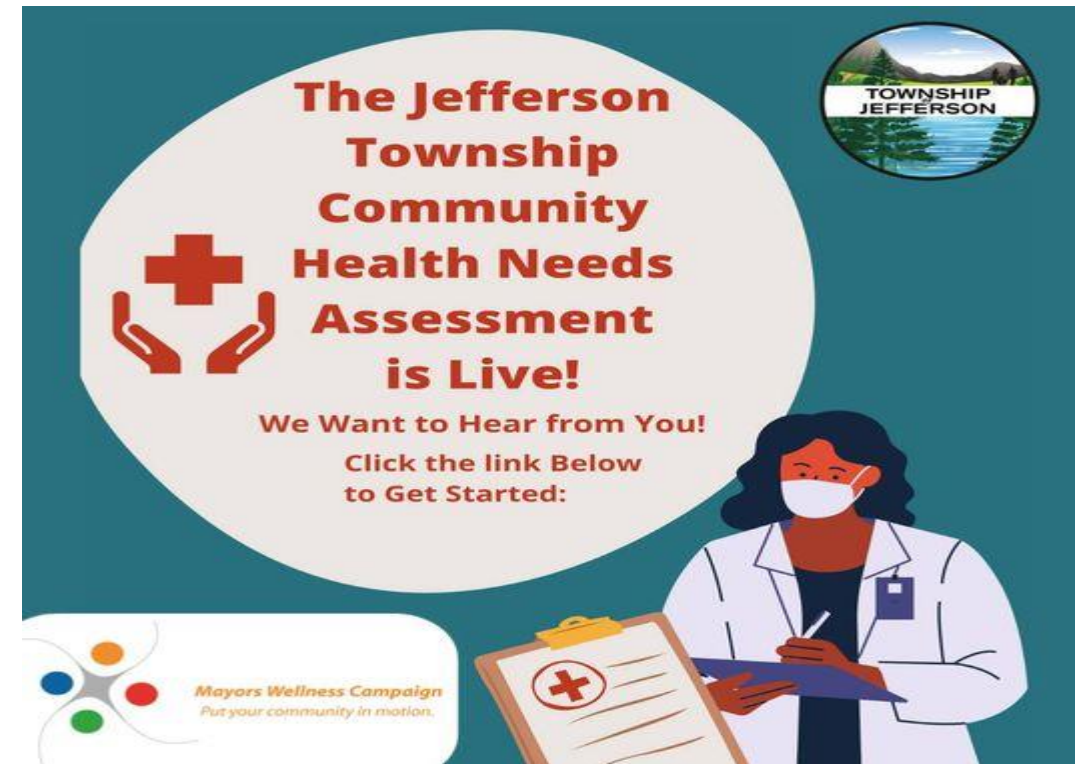




# Mayor's Wellness Campaign 2022 Community Health Needs Assessment



- Jefferson Township has decided to create a community health needs assessment as part of the Mayor's Wellness Campaign
- This Community Health Needs assessment will focus on collecting health information about our residents including:
  - Access to medical care
  - Primary Care
  - Access to prescription medications
  - Availability and access to mental health services
  - Transportation limitations
  - Access to and need for free health screenings
  - Food insecurity
  - Nutrition programs
  - Physical Activity
  - Smoking habits





# Community Health Needs Assessment



- This Community Health Needs Assessment will allow us to:
  - Prioritize health issues
  - Develop a community health improvement plan
  - Implement and monitor community health improvement plan
  - Evaluate process and outcomes
- After collaborating with many public health professionals including:
  - Public Health Nurses, Public Health Educators, Public Health Coordinators and more
    - The Community Health Needs Assessment Survey went live on October 8th 2022
    - 3 weeks for data collection
    - Combination of Multiple Choice and Select all that apply
    - 32 question survey
    - Will be offered digitally online and distributed throughout the community



# Thank You!

# Questions?

Contact:

Mayor Eric Wilsusen

[mayor@jeffersontownship.net](mailto:mayor@jeffersontownship.net)

973-208-6102

# MWC Campaign - Ways to Connect

74

## **Sign the Pledge Campaign**

Ongoing

## **Statewide MWC Survey**

Ongoing in November

## **2022 Healthy Town Application Webinar**

December 8 10am

## **2022 Healthy Town Application**

Due January 20 5pm

## **2023 Mental Health First Aid Trainings**

January 11, March 8, April 13, May 4

## **Visit the Website**

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





# THANK YOU TO OUR 2022 - 2023 MAYORS WELLNESS CAMPAIGN SPONSORS

## CRYSTAL



Hackensack  
Meridian Health



## PLATINUM



Planned Parenthood of Northern, Central, and Southern New Jersey



## GOLD



## SILVER



## BRONZE



# Thank You

**Julie DeSimone, MWC Program Officer**  
**[jdesimone@njhcqi.org](mailto:jdesimone@njhcqi.org)**

**[www.njhcqi.org](http://www.njhcqi.org) | [info@njhcqi.org](mailto:info@njhcqi.org)**  
**O: 609-452-5980 | F: 609-452-5983**  
**Princeton, NJ 08540**

