

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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Mayors Wellness Campaign Program Officer
jdesimone@njhcqi.org



THANK YOU TO OUR 2022 - 2023 MAYORS WELLNESS CAMPAIGN SPONSORS

CRYSTAL



PLATINUM



Planned Parenthood of Northern, Central, and Southern New Jersey



GOLD



SILVER



BRONZE

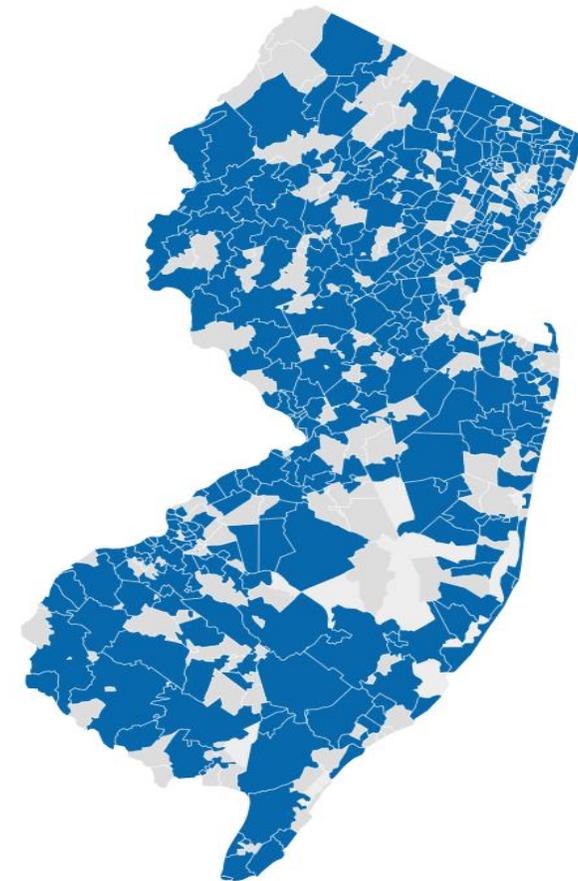


- Our mission is to improve the safety, quality, and affordability of health care for everyone.



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?

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

NEW RESOURCE:
MAYORS WELLNESS CAMPAIGN HANDBOOK

Put Your Community In Motion

NEW JERSEY HEALTH CARE QUALITY INSTITUTE

Mayors Wellness Campaign, Put your community in motion.

The graphic features a stack of three handbooks. The top one is white with an orange header and the title 'MAYORS WELLNESS CAMPAIGN HANDBOOK'. Below the title is the subtitle 'Put Your Community In Motion' and a logo consisting of four colored circles (orange, blue, green, red) arranged in a circle. The bottom two handbooks are partially visible, showing various photos and text.

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.

NEW JERSEY HEALTH CARE QUALITY INSTITUTE

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The graphic is a white rectangular box with a blue header containing the title 'Reducing Social Isolation Program' and a blue icon of two people. Below the header is a photograph of a smiling man in a light blue shirt looking at his smartphone. The text below the photo is in a clean, sans-serif font. At the bottom left is the New Jersey Health Care Quality Institute logo, and at the bottom right is the page number '1'.

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

1 in 12 residents are food insecure	14% of Black Households are food insecure	5% of White Households are food insecure
1 in 10 children are food insecure	18% of Latino Households are food insecure	

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

Towns can be awarded one of three designations:

Healthy Town

Healthy Town to Watch

Healthy Town Up-and-Coming



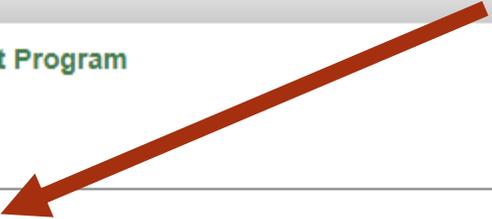
Apply at www.njhcqi.org/mayors-wellness-campaign by January 20, 2023.

- 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

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

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?

For **Existing** MWC towns:

1. Sign the Annual MWC Participation Pledge online at 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

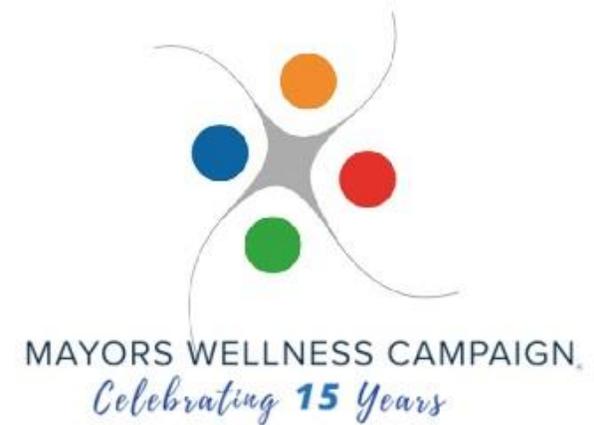


How can you incorporate COYL into your MWC?

- 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



- ❖ ‘Mayors Pledge’ participant since 2019
- ❖ Designated as a “2021 Healthy Towns Up-and-Coming” award



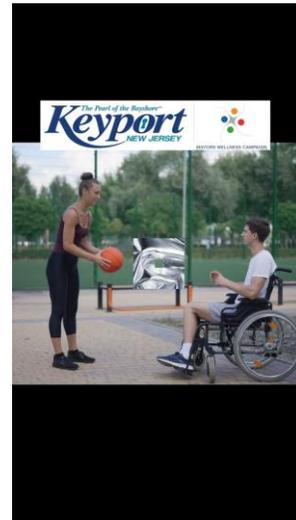


- ❖ MWC Committee Members
 - ❖ Mayor Kennedy
 - ❖ Council President Kathleen McNamara
 - ❖ Councilmember Lori Ann Davidson
 - ❖ Borough Administrator, Jay Delaney
 - ❖ Yoga and Fitness Studio Owner, Janet Gallo, Pearl Yoga & Fitness
 - ❖ Subcommittee members have been added for planning of various events 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>



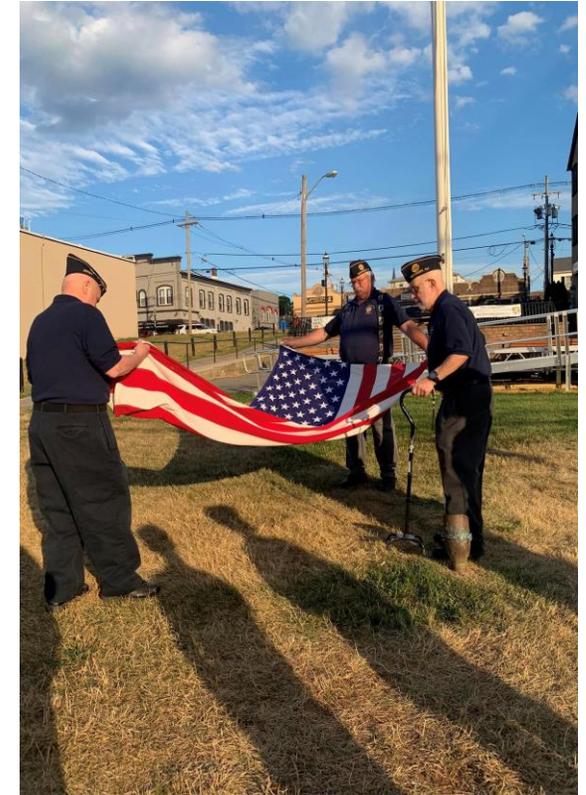
- ❖ MWC Partnered with GSA Club in Keyport High School for the Pride Flag Raising Ceremony





- ❖ 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



❖ Second Annual Keyport Juneteenth Ceremony

**2022 BOROUGH OF KEYPORT
JUNETEENTH**

**PLEASE JOIN US AS WE HONOR AND
CELEBRATE JUNETEENTH**



**DATE: SATURDAY, JUNE 18, 2022
TIME: 10:00AM - 11:00AM
LOCATION: KEYPORT MINIPARK
(ACCESSIBLE FROM WEST FRONT STREET OR AMERICAN LEGION DRIVE)**

Borough of Keyport Proclamation
2022 JUNETEENTH CEREMONY

WHEREAS, on June 19, 1865 Union troops, led by Major General Gordon Granger, arrived in Galveston, Texas and announced to more than 250,000 enslaved people in the state that they were free by executive decree; and

WHEREAS, Juneteenth marks our country's second Independence Day, the day freedom finally came to the citizens in our country who were enslaved and not immediately freed with the announcement of the Emancipation Proclamation by President Lincoln on January 1, 1863; and

WHEREAS, the freed people immediately sought to reunify families, establish schools and seek political office, and during Reconstruction African Americans were granted American Citizenship and exercised political power in the South for the first time with passage of the 14th Amendment in 1868; and

WHEREAS, Juneteenth came to be known as a combination of "June" and "Nineteenth" and Juneteenth has now been celebrated for over 150 years and is considered the longest-running African American holiday and officially became a federal holiday in 2021; and

WHEREAS, the Juneteenth flag is red, white, and blue, the same colors as the American flag, and the star represents the star on the Texas flag as Galveston, Texas is the birthplace of the holiday, and the bursting star surrounding the single star symbolizes a new freedom, new people, and a new star; and

WHEREAS, according to the 2020 United States Census, more than 7.6% of Keyport residents are Black or African American alone or combined with one or more other races, establishing Keyport as one of the most diverse municipalities within the Bayshore of Monmouth County; and

WHEREAS, on Saturday, June 19, 2021 the Borough of Keyport hosted our first Juneteenth Ceremony in the Mini Park overlooking the Raritan Bay, honoring and celebrating freedom with various talents that included bringing youth and elder members of the community together, performances of music and dance on the stage, with members of the Keyport Civic League and Shore Knights providing background and information regarding their organizations, and a Voters Registration table; and

WHEREAS, on Saturday, June 18, 2022 the Borough of Keyport will host the Second Annual Keyport Juneteenth Ceremony in the Mini Park which will include vocalist performances, poetry, and interview summaries conducted by younger local residents interviewing adult residents.

NOW, THEREFORE, I, Collette J. Kennedy, Mayor of the Borough of Keyport, along with our Borough Councilmembers, do hereby **Proclaim June 19, 2022 as Juneteenth** and call upon the citizens, government agencies, public and private institutions, businesses, and schools in the Borough of Keyport to join in celebrating the cultural and historical contributions of freed African Americans to our country.

IN WITNESS WHEREOF I SET MY HAND
AND SEAL ON THIS 18th DAY OF JUNE, 2022

Collette J. Kennedy
COLLETTE J. KENNEDY, MAYOR
BOROUGH OF KEYPORT



Official Program
Juneteenth 2023
Keyport, NJ





- ❖ 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

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

- **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

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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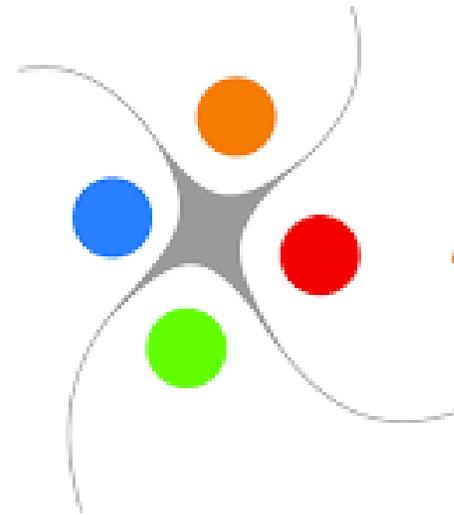


Borough of Franklin Lakes

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



- 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



- 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



- 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 30th 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 16th

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 16th 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 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.
On Site Registration from 7:30am - 8:45am

Team and Individual Medals and Awards!!
Top 3 Men & Women Overall
1st Place Male & Female in 7 age categories
1st 5 Kids 12 and Under
Largest Team Pre- Registered!!
Fastest Overall Team!!!
Plus Best Costume Awards!!

Donations Welcome! Got Questions?
Contact 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, and 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.





Hike to Fight Suicide

JT CONNECT
&
The Mayor's Wellness Campaign

Saturday, May 18, 2019
Camp Jefferson – Jefferson Twp., NJ

Registration/Check-In: 9am
Hike Starts: 10am

Register Here:

<https://afsp.donordrive.com/event/JTCHike>

All Levels welcome! 2 hikes available and picnic tables to enjoy the day!

Brought to you by:



American
Foundation
for Suicide
Prevention

New Jersey

MORRIS COUNTY
PROUD TO BE
STIGMA-FREE

Mayors Wellness Campaign
Put your community in motion





The Jefferson Township Police Department is hosting its 3rd 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 Hurdtown 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, 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





**NEAR 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**





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

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
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

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

Made with PosterMyWall.com

Farmers Market Wellness Awareness



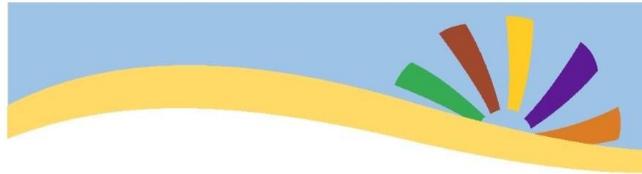
Photos from Mayor's Wellness Campaign Events





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/y2rfrdy>

This program is offered free of charge.



SEPTEMBER 14TH 7PM - 8:15PM

MANAGING STRESS & ANXIETY During a Crisis

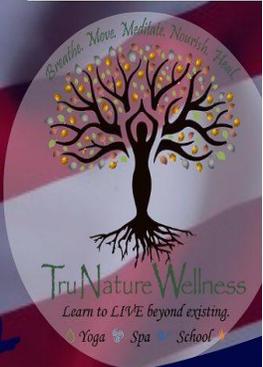
We all have brief moments of stress and anxiety no matter our age, where we live, how many kids we have, whether we are a stay at home parent or work outside the home we all feel pressure at times. This workshop will discuss the dangers/ consequences of stress and offer coping strategies that will allow 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>



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



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

"Five Wishes" Advanced Directives Workshop

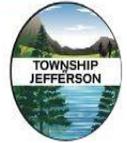
Free Webinar

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



Virtual Events



Township of Jefferson Mayor's Wellness Campaign Event



Top 10 Tips for Winter Wellness

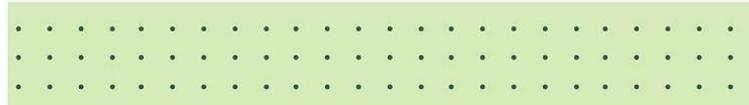
Free Virtual Webinar
Wednesday, February 10
12:30pm - 1pm

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



TOWNSHIP JEFFERSON

Mayors Wellness Campaign
Put your community in motion.

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





Mayors Wellness Campaign
Put your community in motion.

TOWNSHIP JEFFERSON

JT Rec

YOGATHON

JEFFERSON TWP
PROUD TO BE
STIGMA-FREE

Resilient. More. Mindful. Nourish. Thrive.

Tru Nature Wellness
Learn to LIVE beyond existing.
Yoga • Spa • School

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



Kiwaniis

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

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 | 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, Click "Volunteer"





2021

Virtual Events



Township of Jefferson Mayor's Wellness Campaign Event



Top 10 Tips for Winter Wellness

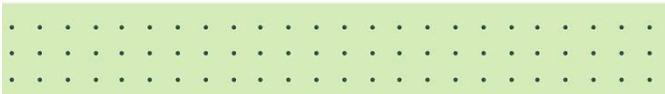
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Certified Health & Wellness Coach

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/meeting/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

Join us for a virtual event with Debra Hallisey

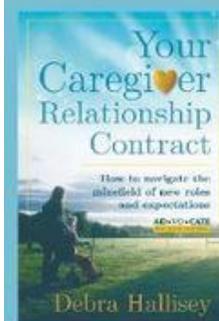
Date: November 30, 2021 from 1:00 pm – 2:00 pm

Scan below to register



Or Click the link below:

<https://tinyurl.com/8rv5cts8>



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

Working with our Neighbors!

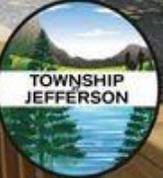


Join Jefferson Township & MT. Arlington
Mayors Eric & Mike for a

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)



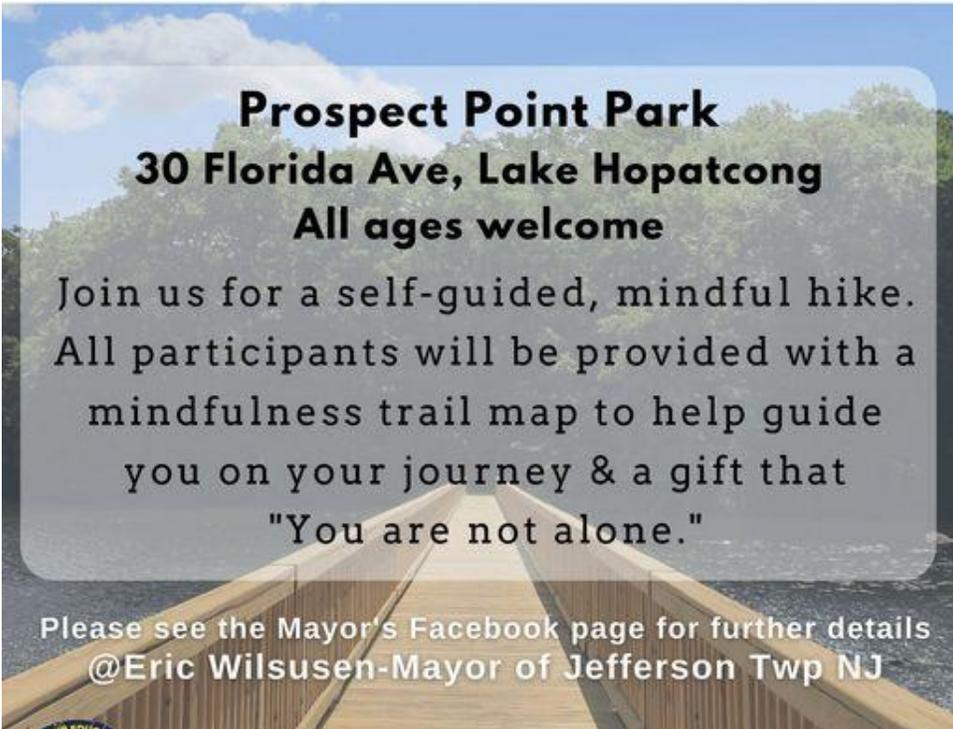


HIKE FOR HEALTHY MINDS



Mayors Wellness Campaign
Put your community in motion.

Sunday, May 15
9 AM - 11 AM

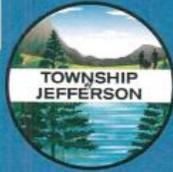


Prospect Point Park
30 Florida Ave, Lake Hopatcong
All ages welcome

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





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





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

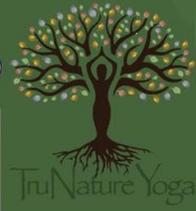
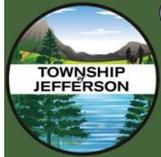
Monday, May 16

7:30pm - 8:30pm

To sign up visit: trunatureyoga.com

**TRU NATURE
YOGA & WELLNESS
STUDIO**

217 Espanong Rd,
Lake Hopatcong



Mayors Wellness Campaign
Put your community in motion.

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
Show this flyer at class to receive offer





FREE COMMUNITY EVENT
PASTA & A PROGRAM

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

Complimentary Pasta Buffet catered by Jimmy Geez 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!

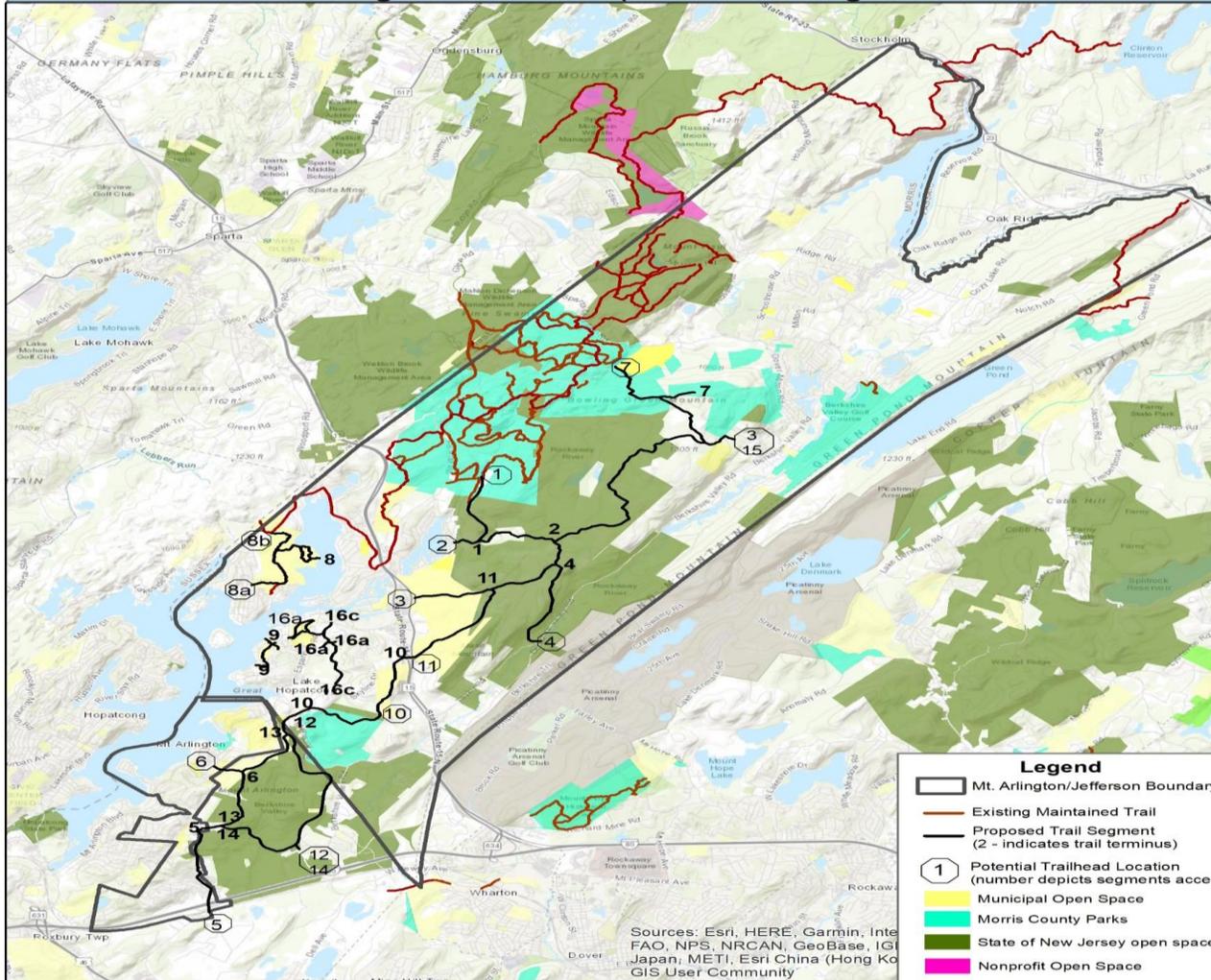


VISIT JTEF.ORG FOR ALL EVENT DETAILS

Trails Development



Jefferson Township and Mount Arlington Borough Trails Plan
Existing Trails and Proposed Trail Segments



Pinto Consulting, LLC
908.303.2059

0 0.75 1.5 3 4.5 6 Miles



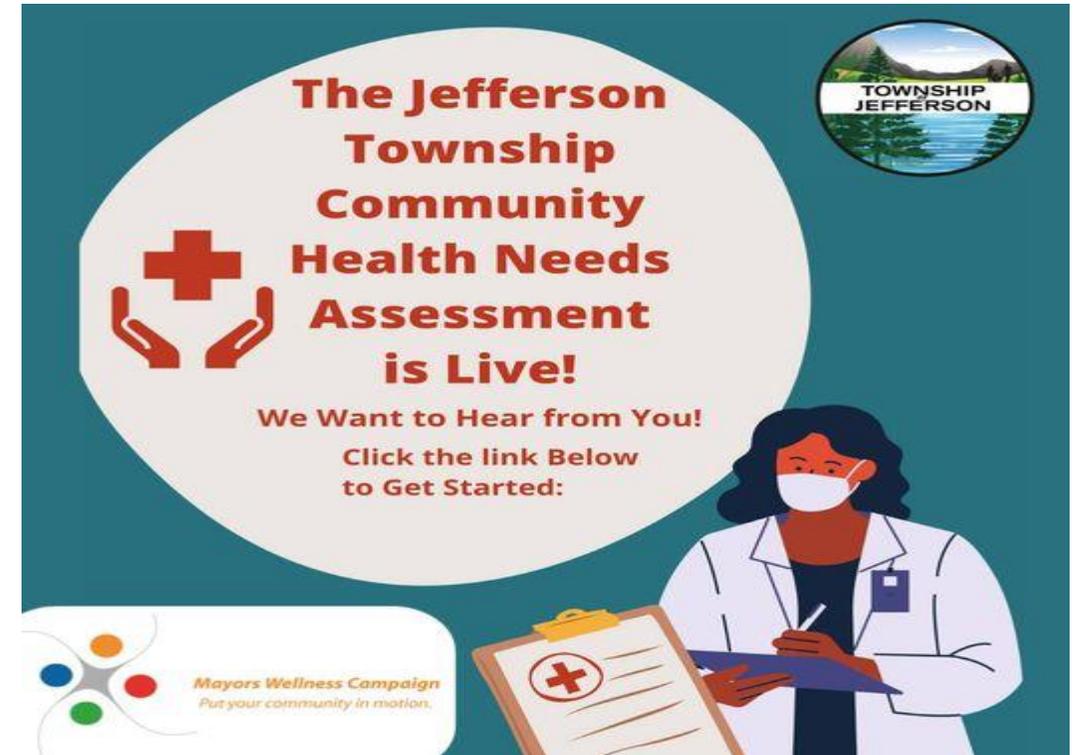
- Started Ad hoc Committee Feb. 2020
- Formed by Ordinance 2022
- \$1 Million Private Donation
- Combination of neighborhood trails and larger trail segments



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

973-208-6102

MWC Campaign - Ways to Connect

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

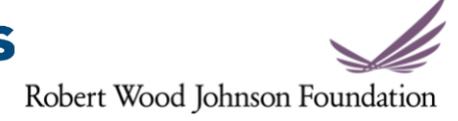
Visit the Website

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





PLATINUM

















GOLD












SILVER














BRONZE




Thank You

Julie DeSimone, MWC Program Officer
jdesimone@njhcqi.org

www.njhcqi.org | info@njhcqi.org
O: 609-452-5980 | F: 609-452-5983
Princeton, NJ 08540

