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# MAYORS WELLNESS CAMPAIGN

A QUARTERLY UPDATE OF THE MAYORS WELLNESS CAMPAIGN

**2022 MWC CHAMPION OF HEALTH AWARD WINNER**  
*EESHA BHATIA*

Thank you for the many submissions recognizing your Champion of Health who supported your local Mayors Wellness Campaigns. We are excited to announce our 2022 winner, **Eesha Bhatia**, from the Old Tappan Mayors Wellness Committee. Read more about Eesha's efforts and our 5 honorable mentions awardees [here!](#)

THANK YOU TO OUR 2022 - 2023 MAYORS WELLNESS CAMPAIGN SPONSORS

CRYSTAL: Hackensack Meridian Health, RWJBarnabas Health, Robert Wood Johnson Foundation

PLATINUM: AmeriHealth, Clover Health, DELTA DENTAL, FAMILY HEALTH INITIATIVES, HolyName, Horizon, Humana, LEGACY, njea, NJM Insurance Group, NUSNA IFN, Planned Parenthood, RUTGERS, Summit Health, United Healthcare, vna Health Group

GOLD: New Bridge, capitalhealth, Catholic Charities, ENGLEWOOD HEALTH, inspira HEALTH, Johnson-Johnson, Parker, RCCA, RUTGERS, St. Joseph's Health

**THE NJ LEAGUE OF MUNICIPALITIES 2022 CONFERENCE**  
MWC ACTIVITES ROUNDUP





At the 2022 NJ League of Municipalities Conference, Quality Institute staff hosted the panel, “Bringing Wellness to Your Community with the Mayors Wellness Campaign,” featuring: Frank Bivona, Mayor of Franklin Lakes Borough; Collette Kennedy, Mayor of Keyport Borough; Eric Wilsusen, Mayor of Jefferson Township. View, share, and download the panel slides and resources below.

[View the Slides](#)



**MWC HEALTHY TOWN DESIGNATIONS**

**APPLY FOR YOUR TOWN TODAY**

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**TIMELINE:**

**December 8, 2022, at 10 am** – Healthy Town Technical Assistance Webinar

**January 20, 2023, at 5 pm** – Healthy Town application due

**March 2023** – Awardees will be announced

For more information about the designations and benefits, check out the [2022 Healthy Town Flyer](#) and register below for our Healthy Town application webinar.

[Register Here](#)

## MWC STATEWIDE SURVEY

FILL OUT OUR SURVEY TO INFORM MWC  
PROGRAMMING FOR 2023



Complete our quick [survey](#) by January 6, 2023 to provide us with valuable information about your town and program. All towns that participate will be entered into the MWC Incentive Drawing for the chance to win \$1,000 to spend on MWC programming or donate to a local nonprofit partner working in conjunction with their MWC program.

## MAYORS' INSIGHT

INTERVIEWS WITH MWC MAYORS

> MAYOR CONLEY, BOROUGH OF MADISON



Check out our interview with **Mayor Conley from the Borough of Madison**, a town highlighted in our [MWC Mental Health Toolkit](#), to hear about their most recent Mental Health program, the Madison "Walk of Wellness" and how your MWC can kickstart a program like this in your community. Read the interview below.

**Interview sneak peek:** *What steps can other mayors take to start a similar program in their community?*

Working with partner organizations was the key to our success. The first step is to reach out to potential organizations, such as a Rotary Club or YMCA, as well as mental health professionals in your community...

[Read the Interview](#)



## CONVERSATION OF YOUR LIFE

ADVANCE CARE PLANNING



Mayors, do you know about [Conversation of Your Life \(COYL\)](#), our program to promote Advance Care Planning? You can't always predict when a medical emergency or serious illness will happen and the impact it will have. However, you can prepare ahead for these events by sharing your wishes for care. Sharing your wishes means talking about what in life matters most to you. It includes finding someone you trust who can speak for you about what care you would want if you are unable to speak for yourself.

Check out our **COYL** resources and how you can incorporate this topic into your MWC. We'll be sharing more in January and throughout 2023. In the meantime, please explore our **COYL** page which includes videos, materials in various languages, and reach out to our staff to learn more. [kbisaha@njhcqi.org](mailto:kbisaha@njhcqi.org).

## Access and share COYL resources



**Calling Monmouth and Ocean County MWCs!** A new program to support your residents' health & wellness, called NJ Integrated Care for Kids (NJInCK), is available to those enrolled in NJFamilyCare. Eligible families receive one-on-one support in coordinating their medical, behavioral, and social needs. We can help your residents access this incredible program. Email Katie Bisaha at [kbisaha@njhcqi.org](mailto:kbisaha@njhcqi.org) to work directly with the NJ InCK team. Learn more about NJ InCK [here](#).

**Attention all Mayors and community leaders!** New this year starting January 1, NJ Family Care eligibility will expand to include all income-eligible children regardless of immigration status. Without health insurance, residents are less likely to have a regular health care provider and more likely to skip routine care, putting them at higher risk for serious health problems. Include the below strategies in your MWC programming to encourage enrollment:

- Register municipal staff for an upcoming NJ FamilyCare Community Training by emailing [MAHS.NJFAMILYCARE@dhs.nj.gov](mailto:MAHS.NJFAMILYCARE@dhs.nj.gov)
- Stay tuned for more materials to share with your community!

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## Protect Me With 3+

**Looking for ways to improve vaccine awareness in your community?** Encourage youth in grades 5-12 to participate in the annual Protect Me With 3+ poster and video contest. MWCs can participate by:

- Encouraging your municipality's Board of Ed and educators to incorporate the Protect Me with 3+ contest in their curriculums. Participating educators can receive a prize for their classroom! Learn how [here](#).

- Follow Protect Me with 3+ on social media and re-share their content to your residents ([Facebook](#), [Instagram](#), [Twitter](#))



**How safe is your hospital?** The Leapfrog Group, a national watchdog that grades hospitals on their ability to keep patients safe from preventable harm, just released their Fall 2022 Hospital Safety Grades. In NJ, 76% of hospitals earned an A or B grade, 20% earned a C, and 4% earned a D. See your local hospital's grade and share the results with your residents: [Fall 2022 Leapfrog Hospital Safety Grades](#).



**Attention all Mayors and Community Leaders!** [New Jersey Citizen Action Fund](#) has launched a survey to better understand the experiences community members have with NJ FamilyCare. This survey will be used to advocate for a better, more accessible Medicaid system. Share these [flyers](#) (available in English & Spanish) with your residents to help their experiences be heard.



Planned Parenthood of Northern, Central, and Southern New Jersey

Invite community based-partner organizations to apply for [Planned Parenthood of Northern, Central, and Southern NJ's \(PPNCSNJ\) 2022 - 2023 Advocates Alliance\\* grant](#). With the support of the [Robert Wood Johnson Foundation \(RWJF\)](#), grants ranging from \$5,000-\$10,000 are available to not-for-profit community based organizations. Learn more about this opportunity [here](#) and applications are due Friday, December 16, 2022 to [AdvocatesAlliance@ppgnnj.org](mailto:AdvocatesAlliance@ppgnnj.org).



Mayors are invited to apply for the **2022 Bloomberg Philanthropies Public Art Challenge**. Mayors of U.S. cities with 30,000 residents or more can apply for up to \$1 million in funding to create temporary public art projects that address important civic issues. Learn more and apply [here!](#)



Invite community leaders to apply for a **Youth Mental Health First Aid Instructor Scholarship with Team: Changing Minds!** [Team: Changing Minds](#) is a national mental health response network specializing in reaching young men, formed by The National Council for Mental Wellbeing, Futures Without

Violence, Big Brothers Big Sisters of America, and Harry's. The application is open to individuals working with male-identified Black, Indigenous and people of color (BIPOC) youth. Learn more [here](#).

## CHECK OUT THE MWC WEBPAGE

### MWC: Helping Make Towns Healthier Places to Live, Work, and Play

The mission of the Mayors Wellness Campaign (MWC) is to help mayors and their teams improve the health and wellness of their communities. Check out our redesigned tools and resources to help make planning health and wellness programs easier for you and your community.

MAYORS WELLNESS CAMPAIGN TOOLKIT

GET THE TOOLS TO BUILD HEALTHIER COMMUNITIES

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

MAYORS WELLNESS CAMPAIGN  
Celebrating 15 Years

NEW JERSEY HEALTH CARE  
QUALITY INSTITUTE

Learn More

NEW JERSEY HEALTH CARE  
QUALITY INSTITUTE

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MAYORS WELLNESS CAMPAIGN,

<b>CRYSTAL</b>	Hackensack Meridian Health	RWJBarnabas HEALTH	Robert Wood Johnson Foundation							
<b>PLATINUM</b>	AmeriHealth	Clover Health	DELTA DENTAL FAMILY HEALTH INITIATIVES	HolyName	Horizon Humana	LEGACY	njea			
<b>GOLD</b>	New Bridge	capitalhealth	Catholic Charities	ENGLEWOOD HEALTH	inspira HEALTH	Johnson & Johnson	Parker	RCCA	RUTGERS	St. Joseph's Health
<b>SILVER</b>	BURKE FOUNDATION	CJHC	INTEGRITY	NDA	RUTGERS ATLAS	PerformCARE	Tabularasa	Valley Health System	Virtua Health	
<b>BRONZE</b>	blueocean	NJCCN								



For information on how to join, please contact Virginia Tesser at [vtesser@njhcqi.org](mailto:vtesser@njhcqi.org).

To learn more about our current initiatives, please visit our website at [www.njhcqi.org](http://www.njhcqi.org).

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