

Bringing Wellness to Your Community with the Mayors Wellness Campaign

League of Municipalities Conference
November 14, 2023



MAYORS WELLNESS CAMPAIGN®



NEW JERSEY
HEALTH CARE
**QUALITY
INSTITUTE**

Julie DeSimone
Director of Community Health
jdesimone@njhcqi.org



THANK YOU TO OUR 2023 - 2024 MAYORS WELLNESS CAMPAIGN SPONSORS

CRYSTAL



Bristol Myers Squibb™



Hackensack
Meridian Health



PLATINUM



GOLD



A Clinical Affiliate of RUTGERS



SILVER



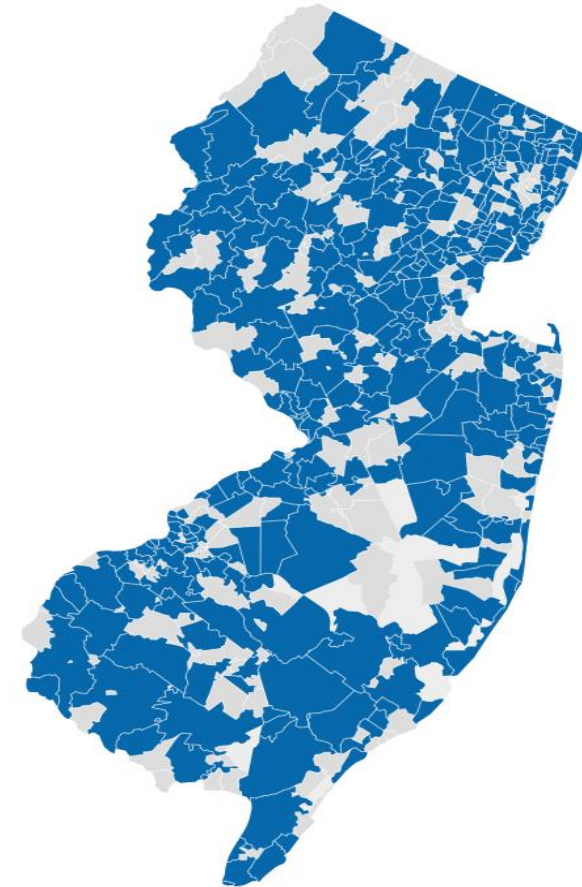
BRONZE



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



- 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?


6

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.



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?

1 in 12
residents are
food insecure

1 in 10
children are
food insecure

14%
of Black
Households are
food insecure

18%
of Latino
Households are
food insecure

5%
of White
Households are
food insecure

Disparities in food security by race & ethnicity

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

9

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



Mental Health Initiative



MAYORS WELLNESS CAMPAIGN®

AWARDS \$127,500 TO 10 NEW JERSEY TOWNS

Congratulations to 10 Awardees:

● **PATERSON**

● **CAMDEN**

● **CITY OF
PLAINFIELD**

● **BERNARDSVILLE**

● **WOODBIDGE**

● **SOUTH
BRUNSWICK**

● **HILLSBOROUGH
TOWNSHIP**

● **TOWNSHIP OF
STAFFORD**

● **BOROUGH OF
RUTHERFORD**

● **CITY OF
PASSAIC**

To support local mental health initiatives by our MWC in partnership with the League of Municipalities and funded by Walmart.

Mayors Wellness Campaign and Sustainable Jersey

12

●

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



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?

14

For **Existing** MWC towns:

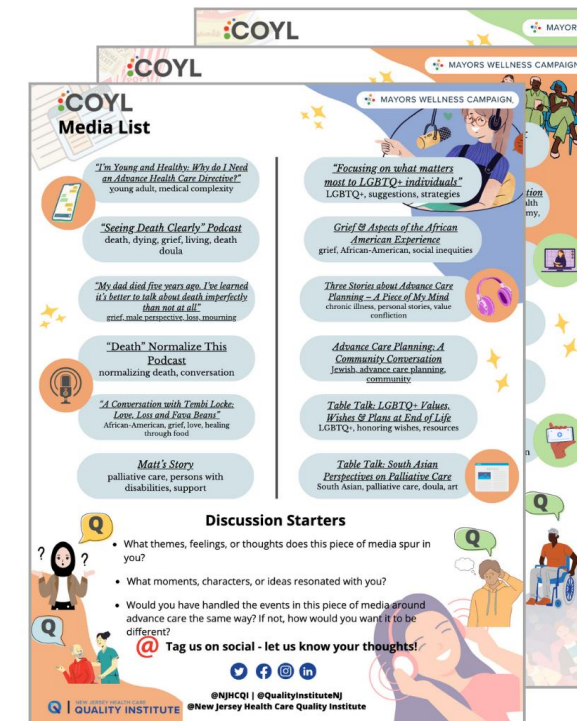
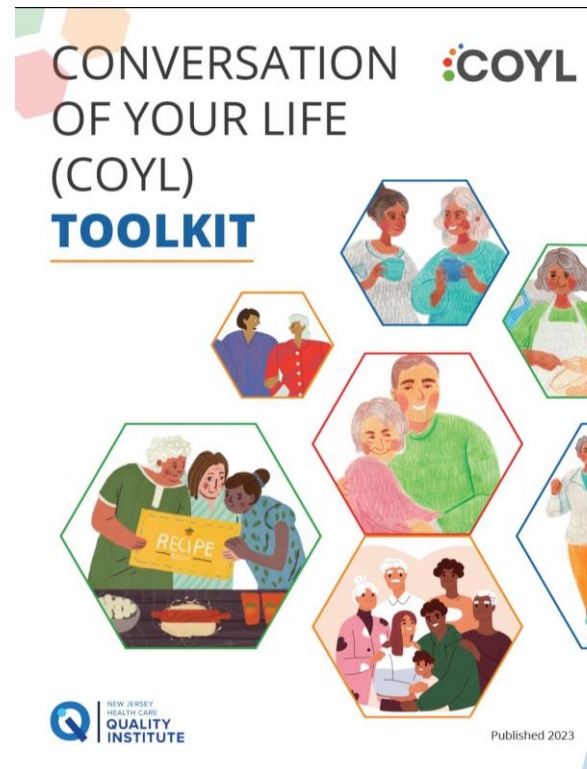
1. Sign the Annual MWC Participation Pledge online at www.njhcqi.org/mayors-wellness-campaign.
2. Identify your local health needs and implement appropriate programming using the Healthy Town rubric to guide you. The Quality Institute is here to help!
3. Apply to be a New Jersey Healthy Town.
4. Use 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?

- Align COYL with your Healthy Aging Initiatives
- Utilize our updated COYL toolkit
- 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



Asbury Park: Leveraging Community Partnerships to Create Successful Mayor's Wellness Committee Programs



Lisa Lee
Director, Bike & Pedestrian Programs
EZ Ride

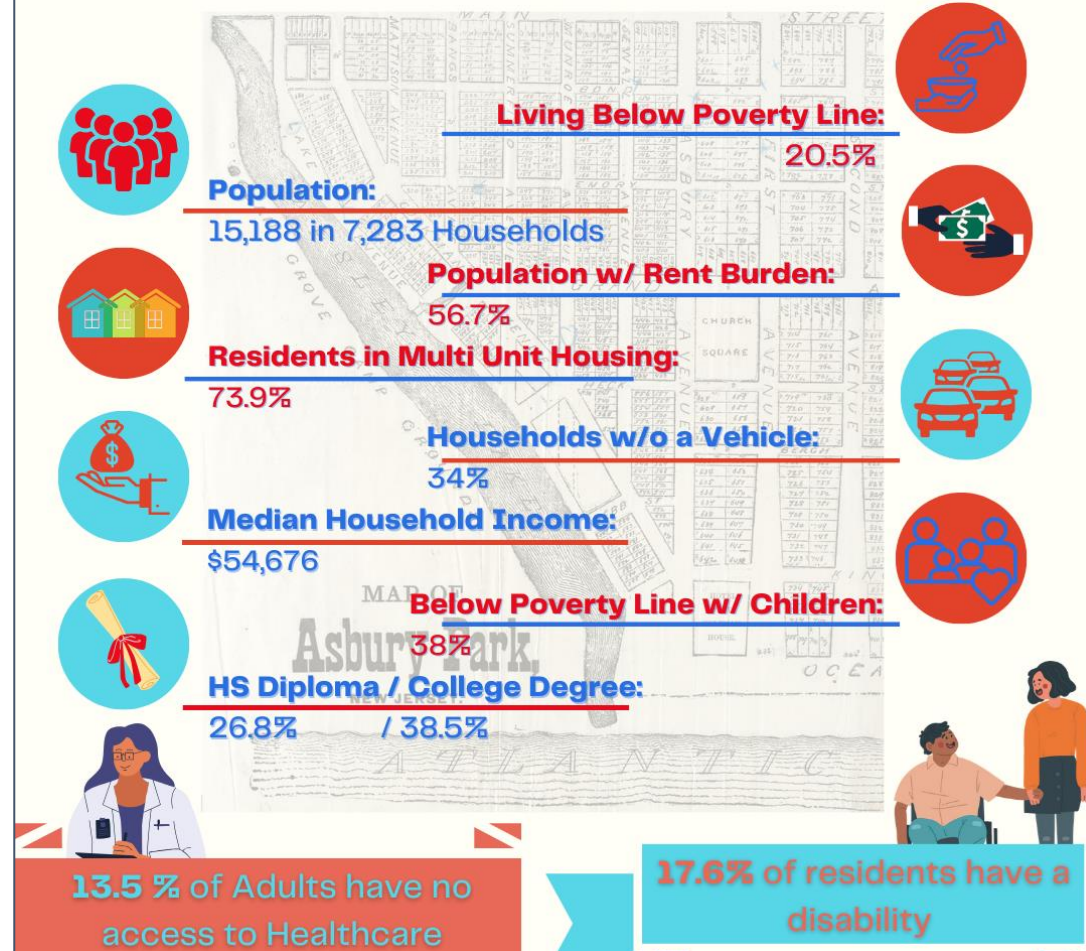
Planning for Healthy Communities Video



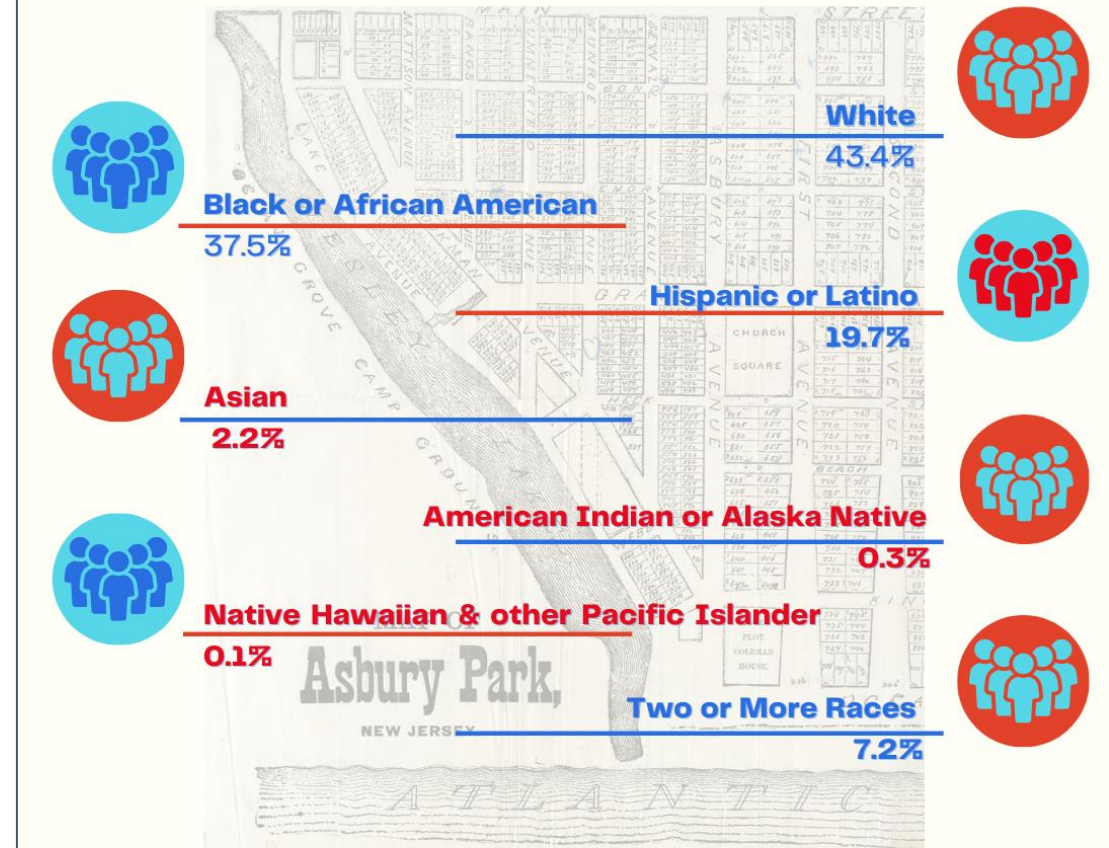
The purpose of the Mayors Wellness Committee
is to provide a community initiative to
champion healthy and active living
within the City of Asbury Park and to
improve overall health within the community.

Community Demographics

Asbury Park



Asbury Park



Asbury Park Mayors Wellness Committee Members

- **John Moor, Mayor**
- **Allison Cerco, Hackensack Meridian Health**
- **Wendi Glassman, Resident Track Coach & Co-Chair**
- **Lisa Lee, EZ Ride Bike and Pedestrian Programs**
- **Pamela Major, Stigma-Free & Co-Chair**
- **Vic Sood, RPh, Home Drug Store**
- **Nina Summerlin, West Side Citizens United**
- **Lilibeth Corrales, Asbury Park Social Services**
- **Deb Esola, Esola Fitness, Former Co-Chair**
- **Kathleen Melgar, Asbury Park Public Library**
- **Karyn Moskowitz, Interfaith Neighbors**
- **Jim Raffone, Jar of Hope**
- **Destiny Smith, Boys & Girls Club of Monmouth County**

Asbury Park Community Participants

- **Pam Montemurno, Coral Harbor Rehab.**
- **Alyse Osher, Community Food Bank of New Jersey**
- **Alisha De Lorenzo & Deidre Belinfanti, Garden State Equality**
- **Coach Joe Compagni, Shore Athletic Club**
- **Digna Diaz, VNA Health Group**
- **Amy Lockhart, Oceans Family Success Center**
- **Ross Brown, NJ Institute for Recovery and Re-Entry**
- **Dr. George Lowe, The Center of Asbury Park (Homeless/HIV)**
- **Beatriz Oesterheld, Community Affairs Resource Center**
- **Holly Robert, Holistic Health Coach, Hollywell LLC**
- **Sheldon Sanders, Asbury Park Schools**
- **Andrea Tarr, Sr. Citizen Activity Network (SCAN-NJ)**

City of Asbury Park Recognized as a “Healthy Town” in 2021 and 2022

Silver Status achieved in 2020!



**One of only 14
New Jersey
Communities
Recognized!**

Recognition from Senator Cory Booker

CORY A. BOOKER
NEW JERSEY



UNITED STATES SENATE
WASHINGTON, D. C. 20510

August 11, 2023

Dear Friends,

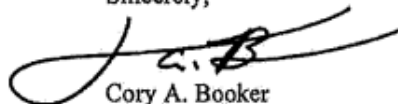
It is a pleasure to extend my warmest greetings and congratulations as you gather to celebrate National Health Center Week.

Community Health Centers are at the foundation of our communities, serving as beacons of light, support, and strength for some of our country's most vulnerable and underserved populations. Through ongoing efforts to increase access to quality care, reduce disparities, and bridge the gap between uninsured populations and health services, Community Health Centers are vital to redefining and raising the standard of patient care.

Your enthusiasm for serving your communities is unmatched, and it is your strength and steadfast leadership that has helped guide us through many challenges over the years, like those presented by the COVID-19 pandemic. I am grateful for the tireless work that you do to help individuals and families live stronger, healthier, and happier lives. Thank you for your dedication and for your commitment to making our state a healthier place.

Again, congratulations, and I look forward to celebrating your continued success.

Sincerely,



Cory A. Booker
United States Senator



Intentionally Targeted Campaigns beginning in 2022

June - December 2022 APMWC Events - Physical Activity & Nutrition



Month	Program	Instructor	Organization
June	Balance, Strength, and Movement	Serena Soffer	Nutrition - Hackensack Meridian Health
July	Tai Chi	Bill Hunt Reggie Filbin	Zen Den Juice Basin
August	Cardio Circuit Nutrition	Doreen McCafferty James Montgomery	DC Fitness / Kur Wellness Studios Shore Nutrition Associates
September	Cardio Boxing / Jar of Hope / CKO Kickboxing Nutrition and Lifestyle	David Lewis Jr.	Macrobits
October	Strength and Cardio	Sarah Murphy	Asbury Park Crossfit
November	Bodyweight "Off the Bike" Circuit Nutrition Health Discussion	Maryclaire Penotti David Lewis Jr. Donna McCue	Tandem Fitness Macrobits Hackensack Meridian Health
December	Run Walk Clinic	Wendi Glassman	Resident Track Coach



January - December 2023 APMWC Events - Stigma Free

**ASBURY PARK
PROUD TO BE
STIGMA-FREE**

Month	Focus	Agency / Organization/ Individual
January	Homeless	AP Social Services/ Seniors/ AP Library
February	Physically Challenged	Jar of Hope
March	Women	Central Jersey Club
April	Sexual Violence	Mercy Center/ Triumphant Life Church/ Second Baptist Church/ Monmouth County Prosecutor's Office
May	Children/ Adult Mental Health	Interfaith Neighbors/ Boys and Girls Club/ KYDS
June	LGBTQIA+	Garden State Equality
July	Black Mental Health	Westside Citizens United
August	Substance Use Disorders	VNAHG
September	Senior Adults	Westside Citizens United
October	Hispanic People	Community Affairs and Resource Center
November	Indigenous Peoples	Asbury Park Schools
December	Depression	Hackensack-Meridian Health / Project Write Now



**All activities, programs,
presentations, instructors,
and presenters are FREE!**

June - December 2022 AP MWC Events Organizers

Debra Esola and Wendi Glassman
2022 Co-Chairs of the Asbury Park MWC

Additional leaders included:

Destiny Smith, Boys and Girls Club

Pedro Trivella, AP Schools

Esther Piekarski, Alphabet School

Bridget Lysaght, Photographer



Other participants included Cryolete, Juice Basin and Karyn Moskowitz, Interfaith Neighbors, discussing plant based diets.

April & May 2023 Activities



Interfaith Neighbors Weeklong Health Event - May 2023



Community Partners: Kula Farm, Asbury Fresh Farmers' Market, Rolling Hills Farm (Lambertville), Chef Afi (Newark), Community Food Connection, Seeds to Inspire (Phoenix, AZ), Ap Library, VNAHG, Hackensack Meridian Health, Boys & Girls Club, KYDs, Agudath Achim Synagogue (Bradley Beach), Encounter Christ Global Fellowship (Neptune), University of Louisville Medical School (Kentucky), The Center



Our Mission: Assist the most vulnerable among us meet life's necessities while working to help improve the quality of life for individuals, families and their communities.

Stigma Free May 2023 Events

Stigma Free May with the Asbury Park Mayor's Wellness Committee

You Feel What You Eat: Exploring the Connection Between Behavioral Health and Nutrition

- May 13** 3-5 pm at Kula Farms. Come join us for the opening ceremony, where people can share food stories, take a tour of the farm and greenhouse, and exchange recipes. Hosted by the AP Plant-Powered Women's Collective.
- May 14** 11 am-noon at the Asbury Fresh Farmer's Market. Mother's Day cooking demo with Soul+Spice Plant-Based Kitchen. Learn how to make nourishing, plant-powered dishes with a Caribbean-fusion twist using seasonal produce.
- May 15** 6-8 pm at the AP Library. Join us for a Food and Mood panel, where we discuss the effects of diet on focus and mood. Headed by Crystal Monsanto, Siarra Morris, Rodney Salomon, and Marianne McCormick.
- May 16** 4-6 pm at the Boys and Girls Club of AP. Cooking demo with Chef Afi of Newark. Family friendly food-related activities, exclusively for students and families of the B&G club.
- May 17** 6-7:30 pm. Join us for a virtual Zoom panel discussion focusing on the topic "Food is Medicine". Learn about what some of the leading experts say about the connection between behavioral health and nutrition.
- May 18** All participating restaurants. Challenge yourself to eat plant-powered by exploring restaurants throughout the Asbury Park that are offering plant-powered dishes.
- May 19** 5:30-6:30 pm at Interfaith Neighbor's Farm Without Borders. Join us for a walking meditation with Rodney Salomon. Visit the farm and learn more about the produce grown there and the Farm to Food Pantry Initiative. Participants will also be able to pick and take produce home for free.
- May 20** 6 pm at Encounter Christ Global Fellowship, New Bethel Church Chapel. Closing ceremony discussing Faith, Food and Spirit featuring Pastor Semaj Vanzant.



Nutrition Presentations - May 2023

Stigma Free May with the Asbury Park Mayor's Wellness Committee

You Feel What You Eat: Exploring the Connection Between Behavioral Health and Nutrition

Friday, May 19, 2023 5:30-6:30 pm
1200 Springwood Ave, Asbury Park, NJ

ASBURY PARK
PROUD TO BE
STIGMA-FREE

Interfaith Neighbors

ASBURY PARK
PROUD TO BE
STIGMA-FREE

community food connection

community food connection

Join us for a walking meditation in nature with Rodney Salomon from KYDs. Visit the farm and learn about what is growing this summer, pick and take home produce for free, and get an introduction to the Asbury Park Community Food Connection's Farm to Food Pantry Initiative.

Follow us @njcommunityfoodconnection



Stigma Free May with the Asbury Park Mayor's Wellness Committee

You Feel What You Eat: Exploring the Connection Between Behavioral Health and Nutrition

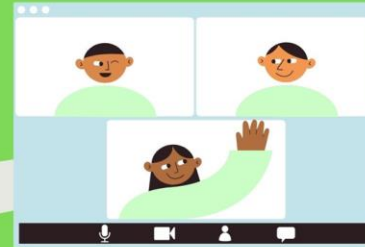
Wednesday May 17 2023 6-7:30 pm

ASBURY PARK
PROUD TO BE
STIGMA-FREE

Interfaith Neighbors

ASBURY PARK
PROUD TO BE
STIGMA-FREE

community food connection



Virtual Zoom Panel discussion; Food is Medicine. Learn what our country's experts say about the connection between behavioral health and nutrition. With special guests Dr. Joe D'Ambrosio from University of Louisville School of Medicine, Jacqueline Salomon, Seeds to Inspire Foundation, Phoenix, AZ and Dr. George Lowe, the Center. Follow us @njcommunityfoodconnection



Stigma Free May with the Asbury Park Mayor's Wellness Committee

You Feel What You Eat: Exploring the Connection Between Behavioral Health and Nutrition

Monday May 15 2023 6-8 pm 500 1st Ave, Asbury Park, NJ

ASBURY PARK
PROUD TO BE
STIGMA-FREE

Interfaith Neighbors

community food connection



Food and Mood Panel. Come explore—with your community members—the effects of a healthy diet on your ability to focus, learn and thrive. Take out cookbooks to help you on your journey. Featuring Crystal Monsanto, B&G Club, Rodney Salomon, KYDs, and Marianne McCormick, Jersey Shore Medical Center. Follow us @njcommunityfoodconnection



Nutrition Presentations - May 2023

Stigma Free May with the Asbury Park Mayor's Wellness Committee

You Feel What You Eat: Exploring the Connection Between Behavioral Health and Nutrition

Sunday May 14, 2023 11 am- 12pm

Library Square Park, between Heck and Grand, Asbury and 1st Avenues



Join us for a special Mother's Day cooking demo at Asbury Fresh Farmers Market with Soul + Spice Plant-Based Kitchen! Our local community chef, Krista Salomon, will showcase delicious and easy-to-make recipes using organic, seasonal ingredients with a Caribbean-Fusion twist. You'll learn how to create nourishing, flavorful dishes that will leave your taste buds and your body deeply satisfied. Don't miss this opportunity to celebrate the moms in your life while learning new kitchen skills and enjoying some delicious food. Follow us @njcommunityfoodconnection



Stigma Free May with the Asbury Park Mayor's Wellness Committee

You Feel What You Eat: Exploring the Connection Between Behavioral Health and Nutrition

Saturday May 13, 2023 3-5 pm 115 Atkins Ave, Asbury Park, NJ



Join us for the opening ceremony, where you can share food stories, take a tour of the farm and greenhouse, and exchange recipes. Learn more about plant-powered eating and how it can enrich and fit into your life. Hosted by the Asbury Park Plant-Powered Women's Collective.

Follow us @njcommunityfoodconnection





Ruby Bridges Walk to School Day - Thurgood Marshall Elementary - Nov. 13, 2022



EZ Ride E-Scooter Safety Class June 15, 2023



Play on Pine & EZ Ride Learn to Ride Class - July 7, 2023

Asbury Park Play on Pine Learn to Ride A Bike Class

Friday July 7, 2023

5:00 - 6:00 pm

Pine Street & 2nd Avenue



Class taught by EZ Ride

Requirements:

- Register in advance - no fee for class
- Class is limited to 10 kids, ages 5 +
- Parent must attend with child
- Kids must wear helmet & sneakers
- Bring signed waiver -will be sent to registrants
- Remove training wheels
- Remove pedals & bring to class
- To remove pedals, see https://youtu.be/LeUDndA8F_w
- Inflate tires before class

Learn to Ride Class Covers:

Proper Helmet Fitting,
Balance, First Approach
Starting and Stopping
Pedaling

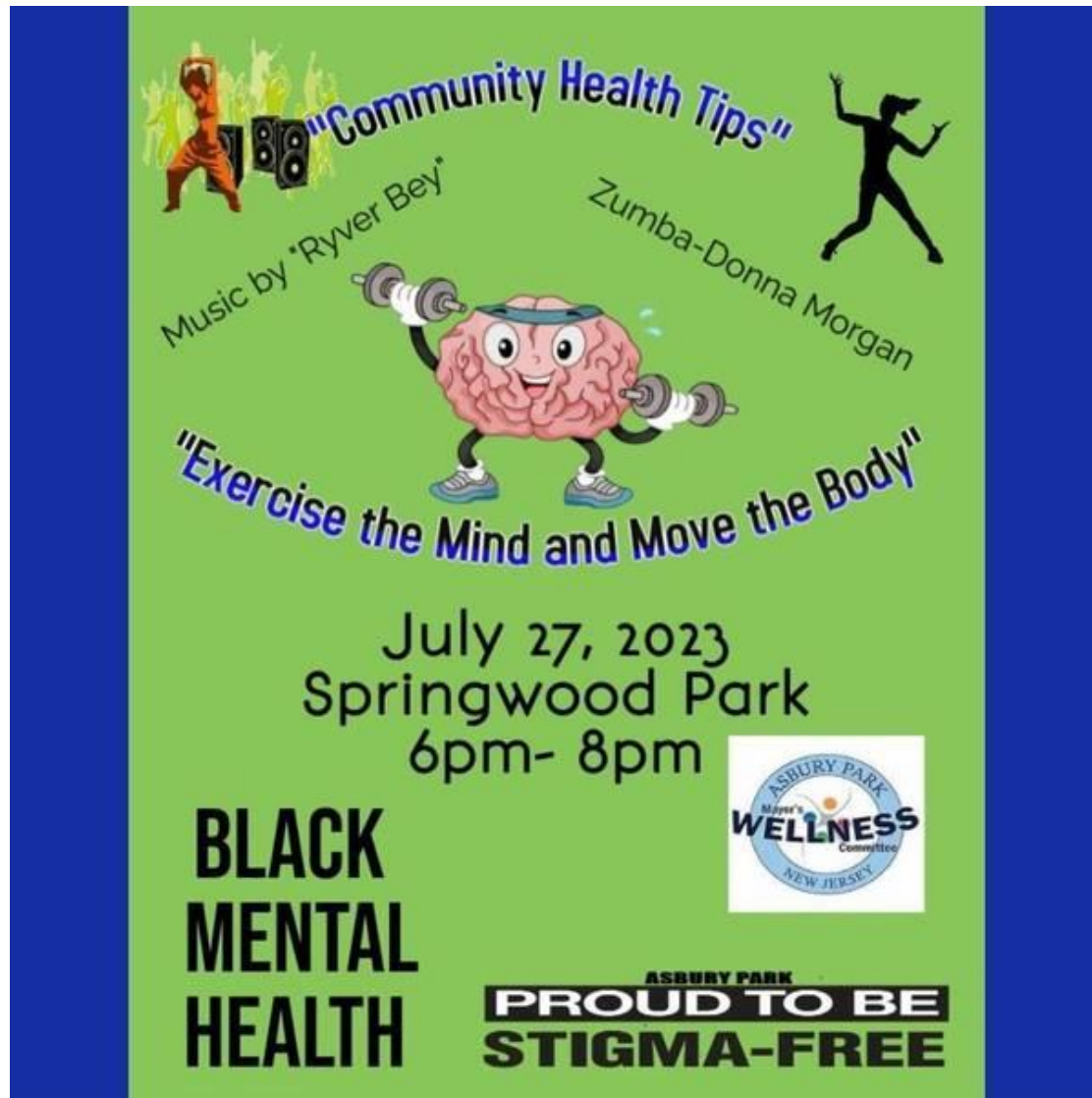
Or scan this QR code:

Register here: <https://bit.ly/ezride144>
or contact Lisa Lee
Email: llee@ezride.org



Black Mental Health July 17, 2023

Nat'l Health Week - Aug. 8, 2023



Community Health Tips

Music by "Ryver Bey"


Zumba-Donna Morgan

"Exercise the Mind and Move the Body"

July 27, 2023
Springwood Park
6pm- 8pm

BLACK MENTAL HEALTH

PROUD TO BE STIGMA-FREE



 **COMMUNITY HEALTH CENTER**
Visiting Nurse Association of Central Jersey

**NATIONAL HEALTH CENTER WEEK
& MAYOR'S WELLNESS CELEBRATION**
THEME: STIGMA FREE SUBSTANCE MISUSE

AUGUST 8TH FROM 4-8PM
1301 MAIN STREET, ASBURY PARK, NJ

**LIVE ENTERTAINMENT, FOOD, ICE CREAM,
FREE GAMES, SCAVENGER HUNT, RAFFLES, & MORE!**

Family Fun Night • Health Information • Health Screenings
Healthcare Insurance Enrollments with 5 Major HMOs & NJ Family Care!



SCAN TO RSVP



SPECIAL THANKS:

ASBURY PARK PROUD TO BE STIGMA-FREE | Horizon | Aetna | Aetna Medicare Solutions | Amerigroup | United Healthcare Community Plan | Fidelis Care | Open Door Recovery Center of Monmouth County | New Hope | Jersey Shore | 10 YEARS OF PEPSI

VNAHG Promoting a Stigma Free Asbury Park - August 2023



Community Partners/Sponsors: Aetna Better Health, Aetna Medicare, Amerigroup, Amerigroup Medicare, Horizon NJ Health, Pepsi, Wegmans, Trader Joe's, New Hope IBHC, Jersey Shore Adult Day Care, Open Door Recovery, New Shed Light



COMMUNITY HEALTH CENTER

Visiting Nurse Association of Central Jersey

Mission: We Build Healthy Communities & Enhance Well-Being

Harvest Health Fair - September 6, 2023



ASBURY PARK Mayor's WELLNESS Committee NEW JERSEY

HARVEST HEALTH FAIR

Asbury Park Mayor's Wellness Committee & Mayor Jon Moor would like to welcome all seniors 60 and over to our **FREE Harvest Health Fair**

at
Asbury Senior Center
1201 Springwood Ave, Asbury Park, NJ 07712

Wednesday, September 26
11:00am – 2:00pm

- Hackensack Meridian Health to provide **FREE Health Screenings**
- Houghtaling and Downey to host **FREE Eye Screenings**
- Nutrition Counseling
- Health Food Demonstration
- Healthy Lunch to be **PROVIDED**

Come and Enjoy our Prizes and Giveaways

PARTNERS Visiting Nurses Association, Coral Harbor, Home Drugs, Neptune-Retro, Family First Urgent Care, Social Community Activities Network (S.C.A.N.)

CORAL HARBOR
REHABILITATION & HEALTHCARE CENTER

2050 6th Avenue, Neptune City, New Jersey 07753
732-774-8300 | CoralHarborRehab.com

A PROUD MEMBER OF MARQUIS HEALTH SERVICES



Lessons Learned

- Many hands make for less work and better programs
- Need more advance planning when working with more people
- Promote events as early as possible
- Need good organizers to “herd all the cats”

Questions? Thank you!

Lisa Lee, Director, Bike & Pedestrian Programs
EZ Ride 201-939-4242, ext. 123, LLee@ezride.org





Mayor's Wellness Campaign Maplewood, NJ

Mayor Dean Dafis

NJ League of Municipalities Conference

November 2023

ddafis@maplewoodnj.gov





Mayor's Wellness Campaign 2022 Healthy Town Designation!

Seasonal Farmers Market	Community Fridge
Summer Meals Program	MEND Hunger Relief Network Mobile Farmers Market
COVID Art and Poetry Reading	Mobile Health Clinics with Braven Health
Township Community Health Fair	Community Gardens
Crisis Intervention Social Worker Program	

And we were just getting started...!

WALK WITH THE MAYOR



10AM WALKS ON

May 20:	Maplecrest Park
June 3:	Memorial Park
June 18:	DeHart Park
July 1:	Borden Park
July 16:	Maplecrest Park
August 5:	DeHart Park
August 13:	Memorial Park
September 2:	DeHart Park
September 16:	Borden Park
October 1:	Maplecrest Park
October 14:	Memorial Park
November 4:	DeHart Park
November 19:	Borden Park
December 3:	DeHart Park
December 16:	Maplecrest Park

DEHART PARK:

120 Burnet Ave
Maplewood, NJ 07040
Meet on walking track behind
Community Center

BORDEN PARK:

67 Orchard Rd
Maplewood, NJ 07040
Meet near the Shelter House

MAPLECREST PARK:

237 Oakland Rd
Maplewood, NJ 07040
Meet near the Shelter House

MEMORIAL PARK:

580 Valley St
Maplewood, NJ 07040
Meet near the Shelter House,
near the North Field



DEPARTMENT OF
COMMUNITY SERVICES
all for fun & fun for all!



DEPARTMENT OF
COMMUNITY SERVICES
all for fun & fun for all!

DANCE HAPPY FOR BEGINNERS

WITH MARCO HURTADO
AKA @BEARDED_BOOMER

THURSDAYS • 12PM

SESSION 1

SEPTEMBER 14 - OCTOBER 19

SESSION 2

NOVEMBER 9 - DECEMBER 21

FALL 2023

MAPLEWOOD COMMUNITY CENTER
120 BURNETT AVE

Come have a blast learning simple choreography to soul & disco music from the 60's & 70's Instructor, Marco Hurtado, aka @bearded_boomer on Facebook, Instagram and Tik Tok, has danced most of his life. In the past few years he has developed quite a following on social media because his happiness while dancing is contagious. His goal in life is to make a positive impact on people's lives. One way of achieving that is through dance.

FEE IS PER 6-WEEK SESSION

\$15 FOR RESIDENTS • \$24 FOR NON-RESIDENTS

CALL (973) 763.0750 OR REGISTER ONLINE AT:
[HTTPS://MAPLEWOOD.RECDESK.COM](https://maplewood.recdesk.com)

INFORMATION TABLE LOCATED ACROSS FROM THE MAPLEWOOD TRAIN STATION.

LET OPEN GYM BASKETBALL

Maplewood-South Orange Residents
Age 30 and up!

Starting December 3

School Gymnasium

For more information please
visit link below.

<https://www.maplewoodnj.com/community/program>



MAPLEWOOD FARMERS MARKET

NEW ADDRESS JUNE 5TH - NOVEMBER 20TH
MONDAYS 2PM - 7PM
1848 SPRINGFIELD AVENUE
[B/T YALE AND OBERLIN]



NEW JERSEY COMMUNITY DEVELOPMENT SPECIAL PA GROUP SUPPORTED

JERSEY FRESH



BREATHE EASY

THIS PROPERTY
is
SMOKE-FREE
INCLUDING
ELECTRONIC SMOKING DEVICES



Tobacco-Free
FOR A HEALTHY NEW JERSEY

NEW JERSEY QUITLINE
1-866-NJ-STOP

NEW JERSEY SMOKE-FREE AIR ACT N.J.S.A. 26:13 D-55

Community Fridge Event, December 28th, 2022





MAPLEWOOD
HEALTH DEPARTMENT

COMMUNITY HEALTH FAIR

MAPLECREST PARK
237 OAKLAND RD

SATURDAY
SEPT 30, 2023
11 AM - 2 PM

- ☑ Free Health Screenings
- ☑ Free Food, DJ & Activities
- ☑ Flu Vaccines
- ☑ Open to all

SENSORY VAN AVAILABLE

healthdepartment@maplewoodnj.gov
(973) 762-8120, x4300



















Building a Community of Trust

Maplewood's social workers provide individualized crisis care to their neighbors.

BY LELA MOORE



L to R: Maplewood health officer Candice Doversport, Maplewood crisis intervention social worker Dina Pressel and Marthe Eustache.

After the police killing of George Floyd in May 2020, the question of how law enforcement could better respond to crisis situations became a political hot button. Incorporating social workers into crisis response, it was said, could help build trust in communities where suspicion of the police often overrides any sense of security, and reduce the likelihood that an encounter with an individual in crisis would result in the use of police force.

Maplewood talked the talk, and then walked the walk.

After studying the issue in the fall of 2020, the Township Committee in December unanimously approved hiring a crisis intervention social worker. The idea, said Mayor Dean Dufis, who was one of the committee members leading the 2020 effort, was "that certain community vulnerabilities were better suited for intervention by social services support rather than law enforcement response."

In April of last year, the committee hired Marthe Eustache as its first crisis intervention social worker.

This year they added Dina Pressel, who works part-time. Pressel's position is funded by settlement funds from the State of New Jersey that are intended to help municipalities combat opioid abuse.

Both Eustache and Pressel are employed by Maplewood's Department of Health, and neither is under police oversight. They do collaborate closely with the Maplewood Police Department and the South Essex Fire Department. They have an office at Town Hall, but spend time at the police headquarters on Springfield Avenue. As Albert Sally, Maplewood's chief of police explains, the department has "power Wednesdays" in which nearly every officer on the force is working one of three shifts. The social worker can meet with all the lineups on Wednesdays and participate in trainings with them.

Candice Doversport, Maplewood's health officer, says the Community Board on Police was instrumental in implementing the co-response system:

utilized by the township. The Community Board on Police did not want a social worker embedded with the police department; in the co-response system, Eustache and Pressel are dispatched from Town Hall, but respond to calls at the behest of the police.

"We have a great relationship with the police department," Eustache says. "With the relationships we've formed, they know that they can rely on me, and I know I can rely on them." She praises the trust she has gained within the department.

"My philosophy," says Sally, "is that if there's a person who can handle [a crisis situation], I don't mind handing off to them."

In her first year on the job, Dufis said, Eustache was able to divert over 150 cases away from law enforcement engagement. With the addition of Pressel, he says, "we can do more."

When a call comes in that police feel warrants a social worker's presence, police arrive at the scene first to secure it. "The police officers and SEFD are continuously assessing the situation for safety — something I count on and truly appreciate," Pressel says.

Then, Eustache or Pressel (one of whom is on duty at all times) will arrive to assess the crisis. Sally says



Maplewood Mayor Dean Dufis was one of the committee members who led the effort to hire a crisis intervention social worker.

that the police department might see the same people on the same types of calls over and over, and that the social workers can build relationships with those people by responding with the police. "We might see someone who is unhoused five or six times," Sally says, and the individual will not accept help from the police. "But on the seventh time," he says, Eustache or Pressel may convince that person to accept help,

whether that is mental health care or referrals to social service agencies. The social workers' presence with the police, says Sally, helps people "trust that we're not just out there to arrest." Further, the co-response model Maplewood uses has attracted attention both in New Jersey and around the country.

Eustache and Pressel handle cases involving people experiencing emotional disturbance, substance abuse, hoarding, domestic violence, and homelessness, "to name a few," Dufis says.

Her clients, Eustache says, range from adolescent to geriatric. Sometimes she works with students struggling with mental health, part of what she acknowledges is a widespread crisis among young people following the pandemic, remote school, and isolation from social settings. They work closely with the South Orange-Maplewood School District.

"The guidance counselors are very receptive, and they know when to call

[us]," Eustache says, but that relationship is "a work in progress. We're still trying to build and nurture that relationship." With school opening this past month, she anticipates receiving more calls from the district.

Other times, Eustache is working with adults dealing with life stressors like post-Covid anxiety, rising rents, or employment struggles. The oldest clients she sees are often retired and feel isolated; they may be confined to their homes and struggle with that.

Eustache grew up in Maplewood and graduated from Columbia High School, and still lives in town. Pressel and her husband have lived in Maplewood for 17 years and raised their two sons here.

That local connection, both say, has enriched their work.

"Living in Maplewood, there were a lot of things that I was not aware of," says Eustache. "And after working here for a year, I realized that mental health is definitely a primary concern within the town."



Marthe Eustache was the first crisis intervention social worker for the township of Maplewood hired.

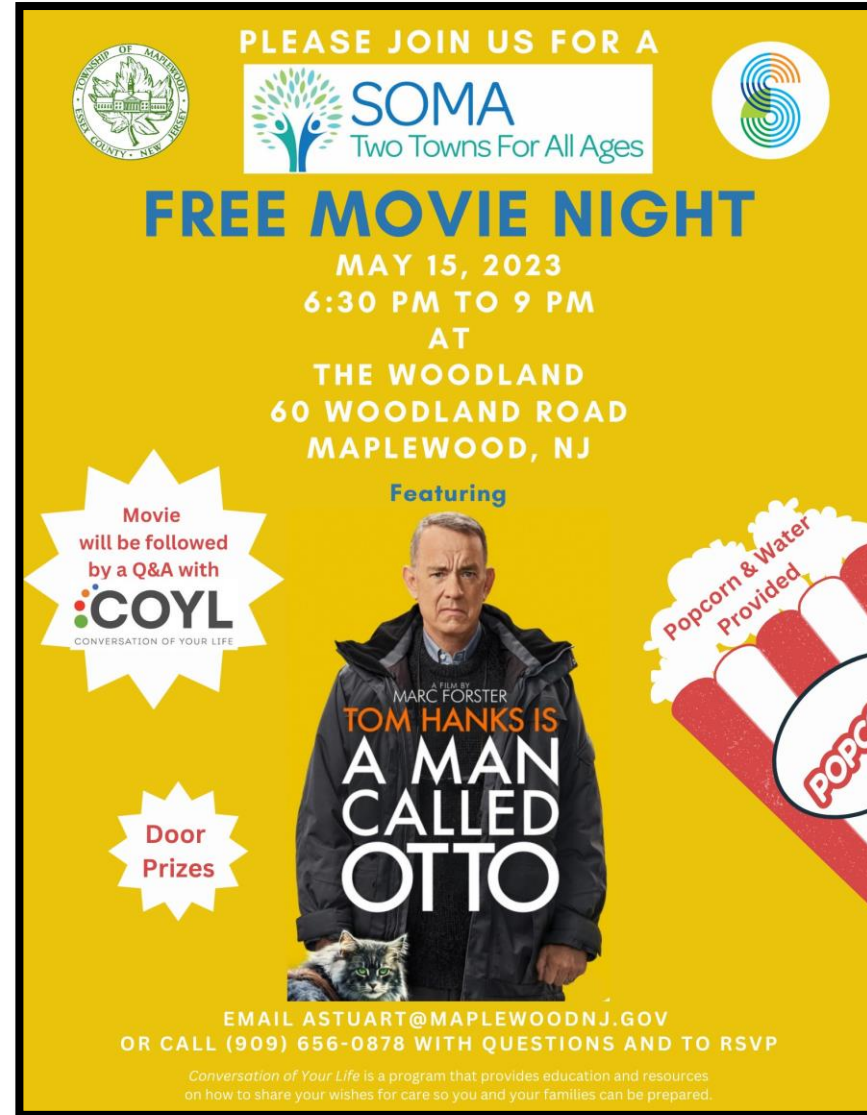
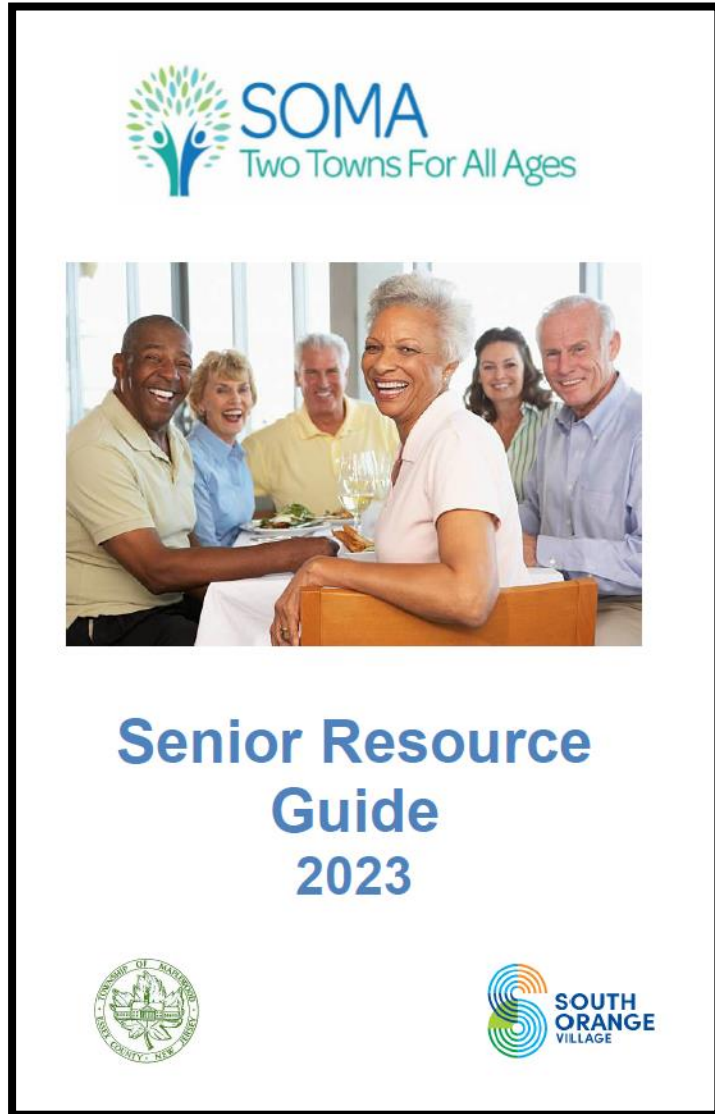
"We love this community and I'm so proud to be working for our Health Department. As both a resident and an employee of the town, I have the opportunity to see and learn more about how our local government works," says Pressel.

Eustache's family is Haitian-American, and Eustache is bilingual in English and Haitian Creole. Essex County is home to tens of thousands of Hai-

Some stats on the Crisis Intervention Social Worker Program:

- Full time and Part Time staff members (2)
- Able to outreach with the Haitian Creole Community
- 2022: over 150 unique cases
- 2023: avg. 17 cases a month
- Homelessness, mental health and substance use issues, support and referrals to support the individual and families, domestic violence, hoarding and elder care issues, suicidal ideation.

Conversations of Your Life (COYL)

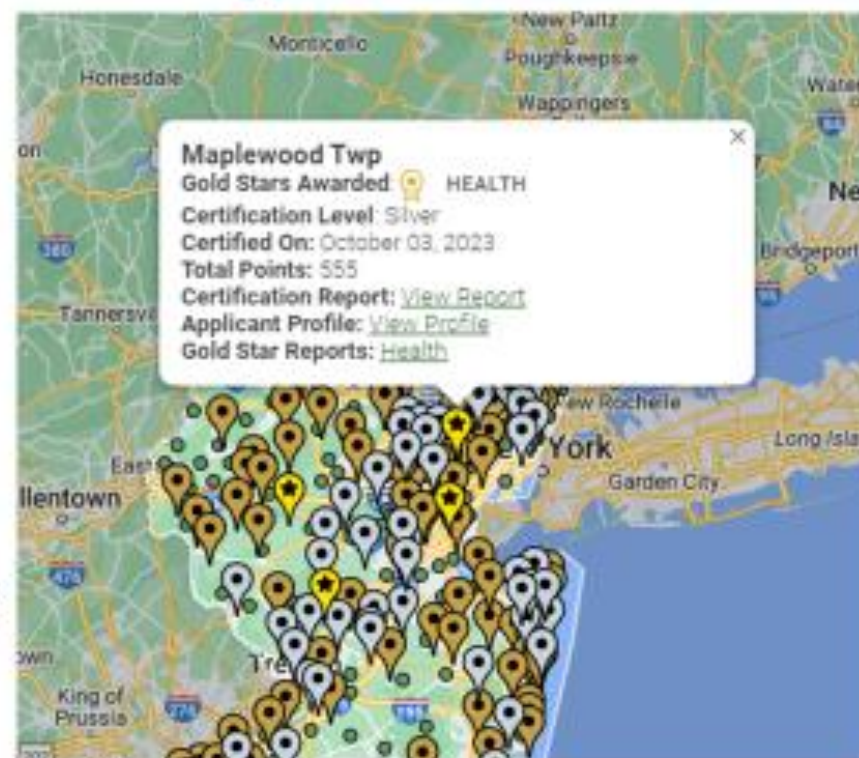




Maplewood has achieved a Gold Star in Health with Sustainable Jersey!



https://www.sustainablejersey.com/certification/search-participating-municipalities-approved-actions/certification-report/?tx_sjcert_certification%5Bcertification%5D%5B__identity%5D=1186&tx_sjcert_certification%5Baction%5D=show&tx_sjcert_certification%5Bcontroller%5D=Certification&cHash=14315f4180b6590be4bfd445b1c8e09c

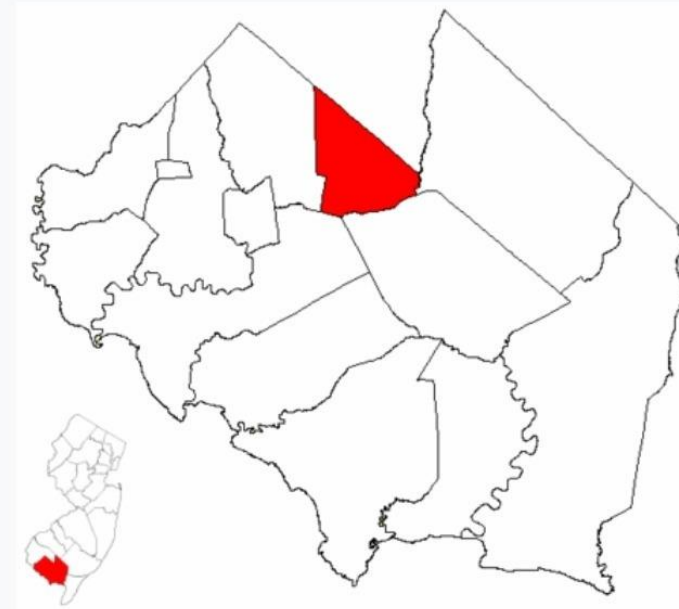
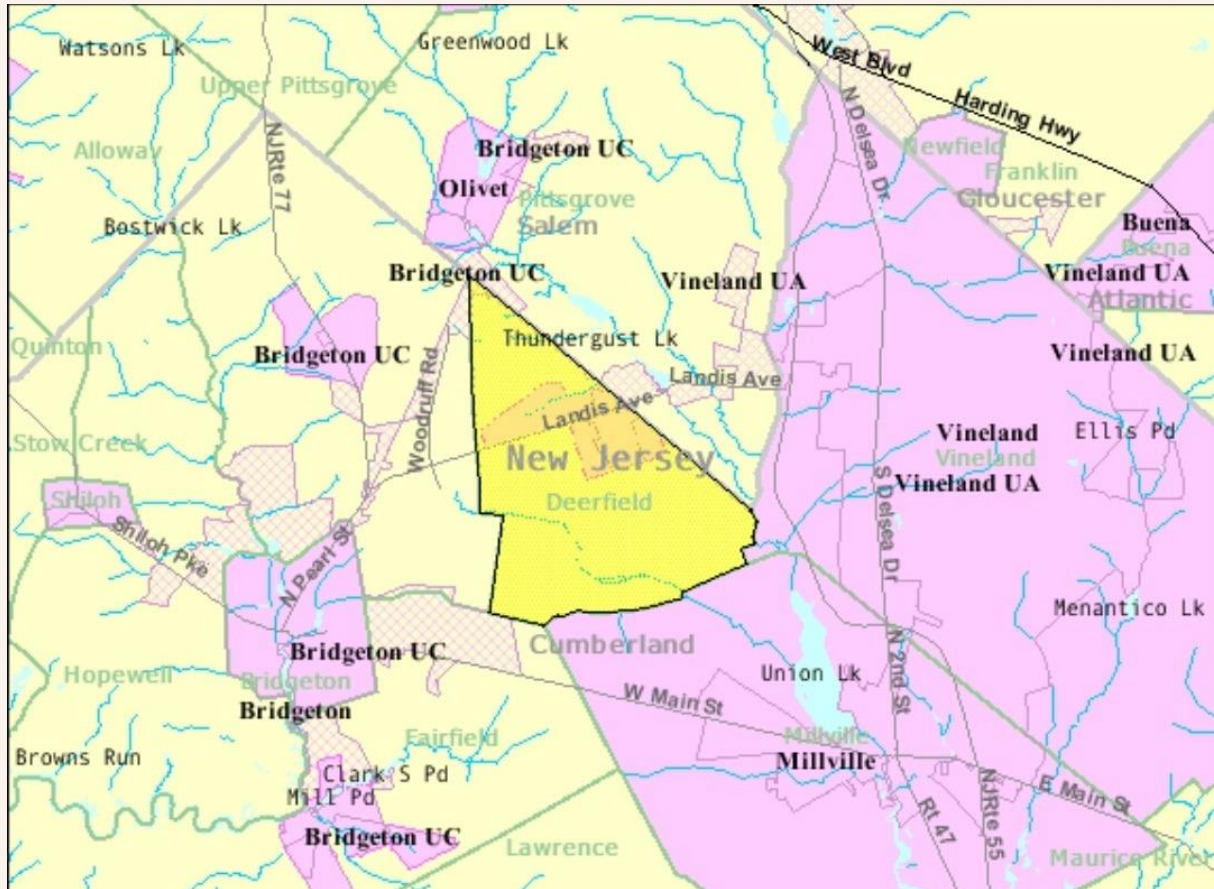


Deerfield Township - Building Community Pride & Healthier Habits Through The MWC



Deerfield Township

Population - 3136



Location of Deerfield Township in **Cumberland County** highlighted in red (right). Inset map: Location of Cumberland County in **New Jersey** highlighted in red (left).

Concerns



- COVID Isolation
- Mental Health
- Growing Sedentary Lifestyles
- Financial Difficulties
- Lack of Community Pride

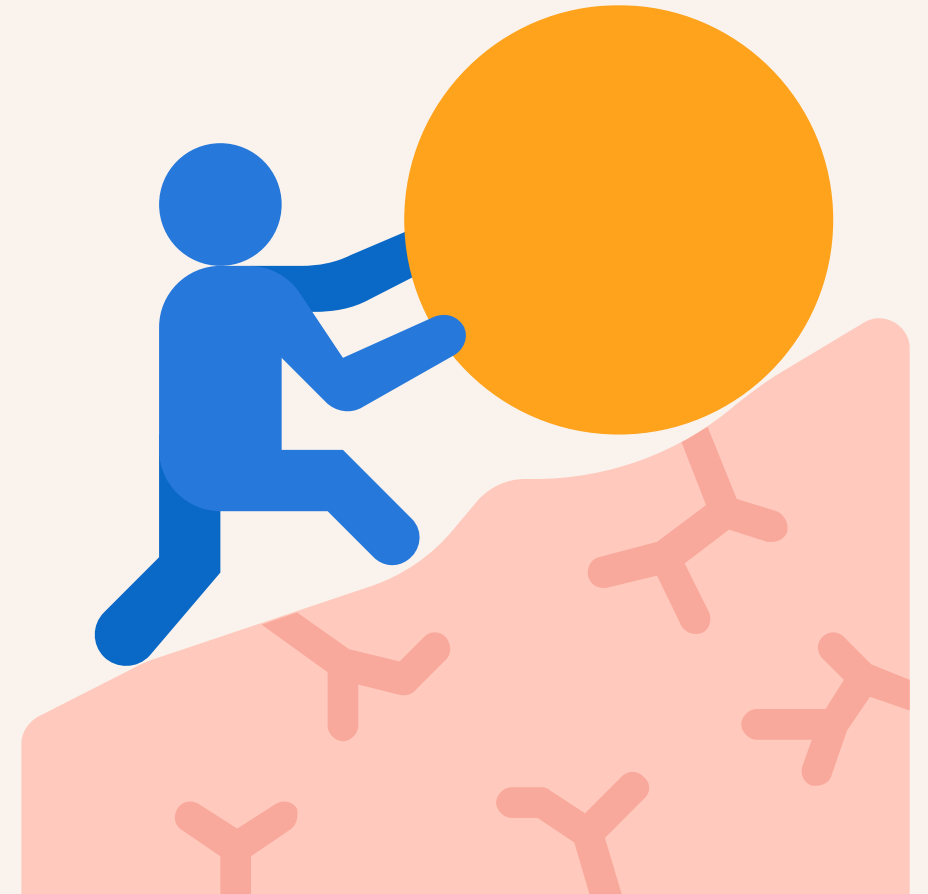
GOALS!

- Rebuild A Sense of Community
- Improve Health Awareness & Accessibility of Services
- Instill Pride



problems

- Budget Restrictions
- Small Staff
- Lack of Community Interest
- Community Felt Identified
By The Local Solid Waste
Facility



Join The Mayors Wellness Campaign



- Sign The Pledge
- Use The Resources
- Get Guidance
- Make The Commitment

WE
DID

START

- SHARE Resources & Information from Local, County, State & Federal Sites
- Provide Health Resources
- REPOST Local Job Opportunities
- SHARE Any Positive News Articles
- COMMUNICATE Often
- UPDATE FB, Websites & Message Boards
- BE THE PLACE TO GET INFO!



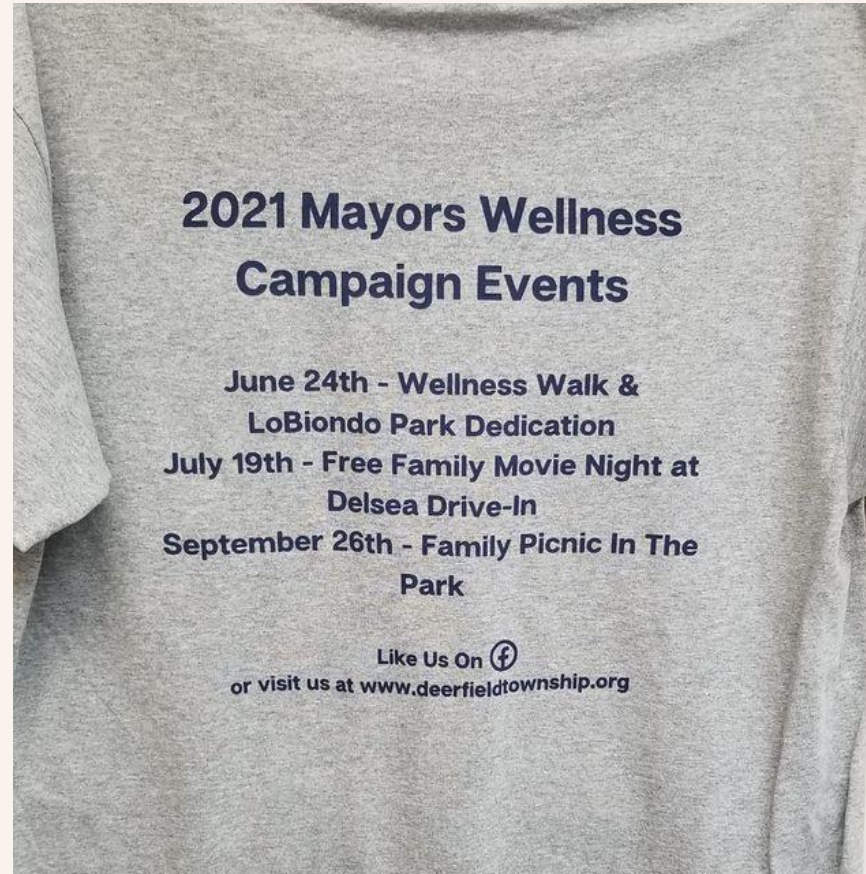
GROW WHAT YOU HAVE FIRST



- A Garden at the Senior Center Improves Access To Otherwise Expensive Fresh Produce
- A Simple Light Fixture Brings Awareness To Health Issues & Draws Attention To Our Building
- Free Speakers Are Available From All Over
- Encourage Use Of Existing Facilities



First Attempts At In-Person Events Had Mixed Results.



- Our Park Dedication Went Great, But We Canceled The Walk Due To Lack Of Interest
- We Thought The Drive-In Was A Great Answer To COVID Fears, But Attendance Was Poor
- Our Family Picnic Was Full Of Activities, But We Had Trouble Getting The Word Out

Feed Them & They Will Come!



- We've learned to have FREE food items so struggling families are not left out.
- Food on-site ALWAYS increases attendance!
- Partner With Sponsors, Law Enforcement, Churches and others to make the most impact!





- Reimagine How You Are Using Current Funds

Wellness \$ Certified A Senior Center Employee To Teach Yoga.



- Small Wins Add Up

A Holiday Amazon Gift List for our Senior Center Expanded Activity Offerings & Increased Attendance with New Options!



**inspira
& HEALTH**
Deerfield Township

Saturday, OCTOBER 15
11:30AM - 4:00PM

Present:
**Community
Health
Fair** 

REASON #7 TO COME:
IT IS TODAY!!!!!!








DEERFIELD TOWNSHIP
MUNICIPAL BUILDING
736 LANDIS AVENUE
ROSENHAYN, NJ



Our 1st Health Fair

With Inspira & Julie from the MWC!





PARTNERSHIPS MATTER



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TESTA & WHITE, P.A.

Cumberland County Sheriffs
Officers

Intersect Energy

THE AUTHORITY
improving your tomorrow

We Set Our Sights on Excellence.
Fralinger Engineering PA

Cumberland County 4-H

NEW JERSEY HEALTH CARE
QUALITY INSTITUTE

25

F&S
FRESH FOODS

pipco



TRY NEW THINGS



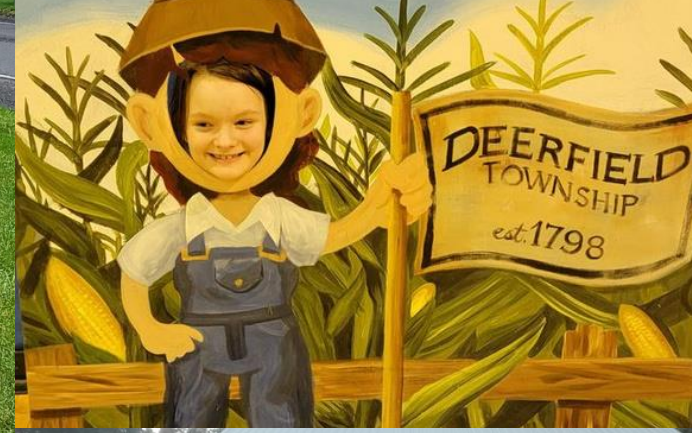
Make It Easy On Staff When You Can...



Choose Events Where Most Of The Clean-Up Drives Away!



It IS POSSIBLE For Small
Communities To Make A
BIG IMPACT







So Did We Address The Concerns In Our Community?

Isolation?



Mental Health?



Get People Moving?



Financial Stress?



Rediscover Our Pride?

YOU
BET!



#DeerfieldPride



*No Ongoing Health Programs

2021

*Senior Center

Attendance Dropping

4

EVENTS

Wide Range of Community Partners

Wide Range of Health Information

Leadership Mental Health Training Senior

Center Attendance Is Up

Programs For All Ages

Positive Resident Responses

Growing Following

Employee Support Is Amazing!

2023

23

EVENTS



Sign the Pledge Campaign

Ongoing

Statewide MWC Survey

Ongoing in November

2023 Healthy Town Application Webinar

December 5 10am

2023 Healthy Town Application

Due January 19 5pm

Mental Health First Aid Trainings

December 13, January 25, February 22, March 27, April 18, May 9

Visit the Website

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

THANK YOU TO OUR 2023 - 2024 MAYORS WELLNESS CAMPAIGN SPONSORS

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capitalhealth



Holy Name



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TREATMENT SERVICES
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GOLD



A Clinical Affiliate of RUTGERS



Quest
Diagnostics™



SILVER



BRONZE



Thank You

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