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MAYORS WELLNESS CAMPAIGN[®]



QUALITY INSTITUTE NEWS & UPDATES

Mayors, Which Healthy Town Designation Will Your Town Earn This Year?

The MWC Healthy Town Designation is a competitive process where we recognize communities that have made health and wellness a top priority. We encourage your town to apply now! **Applications are due January 19, 2024 at 5 p.m. Check out the information session recording, linked below.**

[Apply Now](#)

[View & Share Webinar Recording](#)

[View the Slides](#)

Our 2023 Champion of Health: Laura Farrall

Thank you for your many submissions to recognize your Champions of Health, who support your MWCs. We are excited to announce our 2023 winner, Laura Farrall, from Wildwood Crest Borough. Read more about Laura's efforts and our honorable mentions [here!](#)



Mayors, Participate in our Annual Statewide Survey and Win Funds for Your MWC

Participate in our [survey](#) by January 5, 2024, and share insights about your community and MWC programs with us. Your survey submissions will guide MWC priorities for 2024. Upon completing the survey, your town automatically enters the 2024 MWC Incentive Drawing, providing a chance to secure \$1,000 for your MWC initiatives. Utilize these funds for activities such as hosting health fairs, offering Mental Health First Aid training, or [conducting a walk audit](#).

Take the Survey and Enter our Incentive Drawing

Begin or Enhance Your MWC With Our 2023 League of Municipalities Panel

Explore strategies to start or improve your MWC through the slides from our "Bringing Wellness to Your Community with the Mayors Wellness Campaign" panel at the November 2023 [New Jersey League of Municipalities](#) Conference. The panel showcased Dean Dafis, Mayor of Maplewood, and Abigail O'Brien, Mayor of Deerfield Township.

Download MWC Panel Slides





Spark the Conversation in Your Community with Our New COYL Toolkit

COYL equips your community with educational materials on advance care planning (ACP). This [toolkit](#) is designed to align with healthy aging initiatives, offering essential guidance and strategies that educate and empower your community to have informed discussions on ACP. Inside you will find information on ACP, actionable program ideas, and resources to support residents' health care decisions. Integrate COYL into your MWC, to not only champion a culture of preparedness but also healthier aging.

Reach out to [Katie Bisaha](#) at kbisaha@njhcqi.org to get more involved with COYL.



Did You Miss Our Data-Informed Community Health Workshop in June?

Data-Informed Community Health

In partnership with the [Fidelis Care Community Connections Program](#), the [Mayors Wellness Campaign \(MWC\)](#) hosted a half day summit for New Jersey mayors and their MWC members. The summit workshop focused on how to develop data-informed programs and how to better engage a variety of community stakeholders in local MWC wellness programs.



The summit speakers included health care professionals, elected officials, community organizers, public health experts, and dedicated MWC volunteers and it was attended by mayors, public health officers, and municipal staff. Above all, the summit was an opportunity for MWC participants from across the state to connect, to share ideas and best practices, and to learn from each other. Key insights from the summit are discussed below.



The Importance of Data and Where to Find It

Utilize existing data sources: Gather data from various sources, including hospitals, public health agencies, community surveys, and existing health databases. Trends can illustrate prioritization, for example mental health service utilization, chronic disease or physical activity levels can be valuable for understanding health priorities in the community.



>> Communities in Action: The New Jersey Department of Health (NJDOH) provides access to statewide health data through its [Health Data Dashboard](#), which includes information on chronic diseases, immunization rates, and health disparities at the county level.

>> Communities in Action: Collaborate with local and county health departments and community organizations that conduct their own community health assessments through surveys, focus groups and town hall meetings.

Conduct Local Data Collection: Mayors can conduct community surveys, focus groups, town halls, key informant interviews and more to gather feedback on health and wellness needs, interests, and preferences. These surveys can be administered online, through mail, or during community events. Utilize the American Hospital Association (AHA)'s [Community Health Assessment Toolkit](#) for additional support.

>> Communities in Action: Bradley Beach conducted a survey in both English and Spanish to gauge interest in wellness activities and identify underrepresented age and cultural groups for more equitable planning.

Identify Gaps in Community Planning: Analyze existing data to identify gaps in health care access, social determinants of health, and disparities in health outcomes among different demographic groups. This data can help prioritize areas in need of intervention.



Chart: Blue indicates that participants are very likely to apply what they learned from this workshop to their work, projects, and activities.

FIDELIS CARE

MAYORS WELLNESS CAMPAIGN

In June 2023, the MWC, in partnership with the [Fidelis Care Community Connections Program](#), hosted a summit emphasizing data-informed community health. The summit provided strategies to implement evidence-based wellness initiatives that cater to your community's needs. Speakers at the event provided insights that paved the way for a data-driven MWC. Read the summary [here](#) to incorporate these insights into your future initiatives.

Read, Share, & Download Fidelis Event Summary



COMMUNITY RESOURCES

Make Sure Your Residents Don't Lose Their Medicaid Coverage

Assure your residents continue to have access to health care by alerting them about [NJ Family Care](#) and [Medicaid renewal](#). From April 1, 2023 to March 31, 2024, NJ Family Care will be sending out renewal packets to currently enrolled NJ Family Care members. It is essential for residents to complete these packets so they do not lose their coverage. Support your residents by registering for any of these upcoming sessions to learn how to apply online for NJ FamilyCare: understand what happens after an application is submitted and be given information regarding the "[unwinding](#)" or renewal process.

[NJ Family Care Training December 14](#)

[NJ Family Care Training December 21](#)

[Stay Covered NJ Media Toolkit](#)

Shape a Healthier
New Jersey by Sharing

Expand Naloxone
Access: Partner with

the Arts in Wellbeing Survey



Make an impact on your community's wellbeing by sharing the New Jersey Arts in Wellbeing Indicators Study. This survey explores the connection between the arts and New Jersey residents' wellbeing. By participating, residents age 18 and up can help us understand how the arts contribute to a better quality of life. Join the movement for a healthier, more vibrant New Jersey! Share the survey and the flyers below with your residents.

Survey

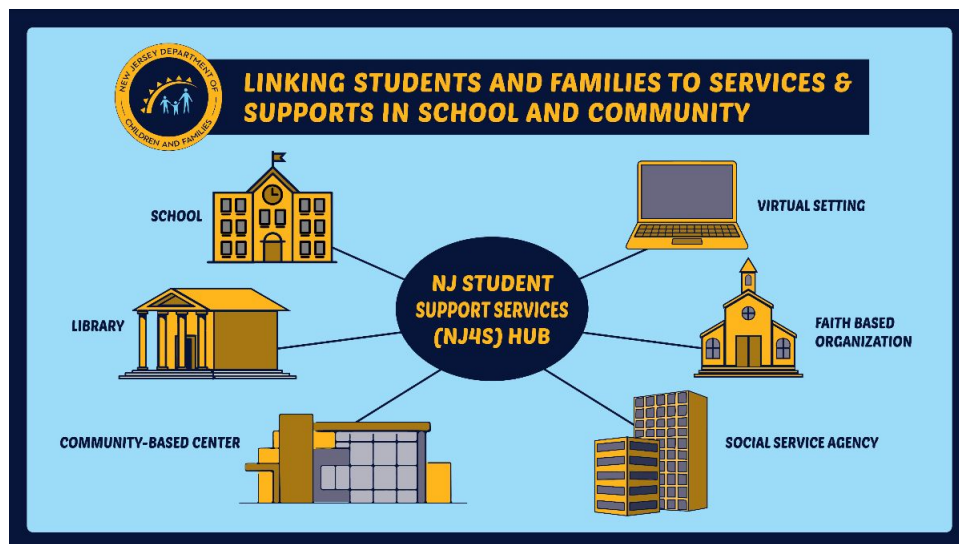
[Flyer in English](#)

[Flyer in Spanish](#)

NJ Harm Reduction for Community Distribution Stations



Add a naloxone distribution station to upcoming community distributions, events, or outreach initiatives to improve community naloxone availability by partnering with the [New Jersey Harm Reduction Coalition](#). As a community leader, you play a pivotal role in making naloxone readily available for integration into ongoing community offerings. Connect with the team at hello@njharmreduction.org to partner.



NJ4S Youth Mental Wellness Supports are in YOUR Town

The [NJ Statewide Student Support Services \(NJ4S\)](#) network offers basic, universal prevention programming covering topics such as teen pregnancy or suicide. Most

public middle and high school students also have access to proven programs for youth struggling with emotional wellness — and in more serious cases, referrals to clinical interventions. You can support NJ4S by co-sponsoring a wellness activity with your local hub and [sharing information about NJ4S on your and your town's social media](#).



FUNDING OPPORTUNITIES

Transform your Town's Transportation by Applying for Complete Streets Assistance

Sustainable Jersey, in collaboration with the **Alan M. Voorhees Transportation Center at Rutgers University**, is offering free technical assistance to municipalities through the Complete Streets Technical Assistance Program. Designed for all users and modes of transportation, Complete Streets initiatives prioritize inclusive and equitable transportation solutions. Municipalities within **NJTPA's** 13-county region are eligible to apply starting from December 5, 2023, with the deadline on February 2, 2024. Watch [this](#) quick video on Complete Streets benefits and take action by applying [here](#).

NEW JERSEY HEALTH CARE
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THANK YOU TO OUR 2023 - 2024 MAYORS WELLNESS CAMPAIGN SPONSORS

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GOLD 		
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BRONZE 		



More Information:

Mayors Wellness Campaign: Katie Bisaha - kbisaha@njhcqi.org.

Become a Member: Virginia Tesser - vtesser@njhcqi.org.

To learn more about our current initiatives, please visit our website at www.njhcqi.org.

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