



# MAYORS WELLNESS CAMPAIGN

## HEALTHY TOWN APPLICATION WEBINAR

December 5, 2023



MAYORS WELLNESS CAMPAIGN.



NEW JERSEY HEALTH CARE  
**QUALITY INSTITUTE**



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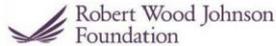
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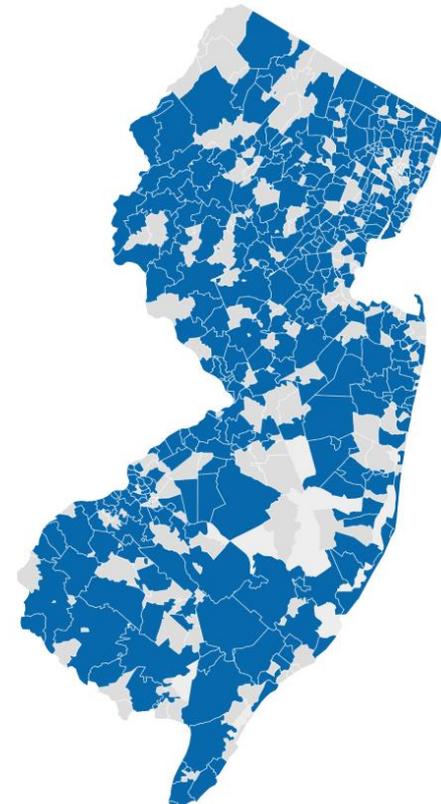
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 MAYORS WELLNESS CAMPAIGN.

# Mayors Wellness Campaign (MWC)

- 15 years
- 400+ communities
- MWC gives mayors and community leaders evidence-based tools and strategies to champion healthy and active living and to improve the overall health of their communities.



# Why Become a Healthy Town?

- ✓ Recognize your community's hard work and dedication to improving health and wellness.
- ✓ Challenge your MWC team to maintain or improve upon your designation from last year.
- ✓ Utilize the designation to engage residents in the success of your program.



# Healthy Town Designations Levels

- **Gold Designation**
  - Healthy Town
- **Silver Designation**
  - Healthy Town to Watch
- **Bronze Designation**
  - Health Town Up-and-Coming



# Healthy Town Application and Rubric

[Healthy Town Application](#) 

[Healthy Town Rubric](#) 

**Application Deadline: January 19 5pm**





## MAYORS WELLNESS CAMPAIGN, 2022 NEW JERSEY HEALTHY TOWN DESIGNEES

### HEALTHY TOWN

- BOROUGH OF BAY HEAD
- BOROUGH OF WILDWOOD CREST
- CITY OF ASBURY PARK
- CITY OF PATERSON
- CITY OF PLAINFIELD
- EVESHAM TOWNSHIP
- FREEHOLD BOROUGH
- HILLSBOROUGH TOWNSHIP
- JEFFERSON TOWNSHIP
- MUNICIPALITY OF PRINCETON
- SCOTCH PLAINS TOWNSHIP
- TOWNSHIP OF HAMILTON - MERCER COUNTY
- VERNON TOWNSHIP
- WOODBRIDGE TOWNSHIP

### HEALTHY TOWN TO WATCH

- BELLEVILLE
- BERNARDSVILLE
- BOROUGH OF BERGENFIELD
- BOROUGH OF BRADLEY BEACH
- BOROUGH OF CRESSKILL
- BOROUGH OF FORT LEE
- BOROUGH OF FRANKLIN LAKES
- BOROUGH OF GLEN ROCK
- BOROUGH OF OLD TAPPAN
- BOROUGH OF ORADELL
- BOROUGH OF RUTHERFORD
- DEERFIELD TOWNSHIP
- HIGHLANDS BOROUGH
- MORRISTOWN
- NORWOOD
- STAFFORD TOWNSHIP
- TOWNSHIP OF SOUTH BRUNSWICK

### HEALTHY TOWN UP-AND-COMING

- ATLANTIC CITY
- BERKELEY HEIGHTS TOWNSHIP
- CLARK TOWNSHIP
- CRANBURY
- HANOVER TOWNSHIP
- TOWNSHIP OF DENVILLE
- TOWNSHIP OF MAPLEWOOD



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# Celebrating Your Designation

- ✓ Highlight your community's hard work
- ✓ Receive signage for your municipal building
- ✓ Recognition in the press



# Important Reminders

- ✓ Use a word document – only submit when completed
- ✓ Note the character limits
- ✓ 2023 programming only
- ✓ Include town name in your uploaded files
- ✓ Be sure to answer the questions



**Application Deadline: January 19<sup>th</sup> 5pm**



QUESTIONS

# Upcoming Activities

- **Sign the Pledge Campaign**  
Ongoing
- **Statewide MWC Survey**  
Ongoing
- **Mental Health First Aid Trainings**



# Thank You



**Julie DeSimone**

*Program Officer, Mayors  
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