



2023-2024 Activities

The [Mayors Wellness Campaign](#) (MWC) is a statewide community health initiative of the [New Jersey Health Care Quality Institute](#) in partnership with the [New Jersey State League of Municipalities](#). The MWC provides technical assistance and guidance to improve the health and wellness of New Jersey communities.

By joining the MWC you will be able to take part in opportunities to learn, collaborate, and build local programs such as:

- A combination of virtual and in-person activities
- Webinars featuring health leaders and experts
- Forums to share best practices and collaborate with neighboring towns
- Technical assistance on areas of community need
- Highlights of communities and individuals championing health and wellness
- Meaningful incentives that support community level work
- Opportunities to share data and feedback about the MWC program



MWC Activities 2023-2024

8

9

10

11

October

- **Sign the Pledge and “Put Your Town on the Map” Campaign**
 - Recommit to the health and wellness by signing the annual Pledge of Participation. Participating towns will be entered in the MWC Incentive Drawing.
- **MWC Health Champion Nomination**
 - Nominate a dedicated member of your community to be MWC Health Champion. It’s a great way to recognize a staff member or volunteer’s commitment.

November

- **Launch of the 2023 New Jersey Healthy Town Application**
 - Healthy Town designations are a great honor for towns, achieved through an annual competitive process.
- **Come see us at the NJ State League of Municipalities Conference**
 - Attend the MWC Panel: “Bringing Health to Your Community With the MWC.” Hear from 3 communities to get ideas to start or improve your MWC. Public Health CE’s available – tell your local health officers.
 - Visit Quality Institute’s MWC staff at our booth and sign the pledge.
- **Statewide Survey Campaign**
 - Provide MWC data from your town. Participating towns will be entered in the MWC Incentive Drawing.

December

- **Webinar: “2023 New Jersey Healthy Town Application”**
 - MWC staff will answer your questions about the application and provide examples from past Healthy Town Designees.
- **MWC Health Champions Announced**

January

- **Winners from the MWC Incentive Drawing Announced**

March

- 2023 New Jersey Healthy Town Designees Announced

**April to May**

- Healthy Town Awards Presented to Designated Towns

June to August

- **County MWC Town Hall Meetings**
 - Participate in a Town Hall Meeting with other leaders in your county to hear challenges, successes, and program ideas from your neighbors.

In addition to our **Annual Program Activities**, we will continue to offer Adult and Youth Mental Health First Aid Trainings. :

- **Adult Mental Health First Aid Trainings**
- **Youth Mental Health First Aid Trainings**

This work is generously supported by [The Horizon Foundation for New Jersey](#).



Information regarding the details of each activity will be shared over the coming months. For questions about these events or to learn more about the MWC, contact: [Julie DeSimone, Director of Community Health](#), at jdesimone@njhcqi.org or 609-452-5980.





2023-2024 Sponsors

Crystal Tier



Bristol Myers Squibb™



FIDELIS CARE®



Hackensack
Meridian Health



Platinum Tier



aetna™



AmeriHealth.



capitahealth



HolyName



Humana

inspira HEALTH



LEGACY
TREATMENT SERVICES
An Affiliate of Woods

NJM Insurance Group

Insurance Group



Planned Parenthood®
Care. No matter what.

Planned Parenthood of Northern, Central, and Southern New Jersey



Robert Wood Johnson
Foundation

RUTGERS

Ernest Mario School of Pharmacy



Summit Health

Part of VillageMD®



vna Health Group
Moving Healthcare Forward

the



Gold Tier



Bergen
New Bridge
Medical Center

A Clinical Affiliate of RUTGERS



CarePlus
NEW JERSEY
Healthy minds, healthy bodies.™

Parker
we make aging part of life®



Quest
Diagnostics™



RCCA
REGIONAL CANCER CARE ASSOCIATES

RUTGERS

University Behavioral Health Care



St. Joseph's Health



Saint Clare's Health
Around the corner. Ahead of the curve.

sanofi



United
Healthcare



Valley
Health
System

Silver Tier

THE BURKE
FOUNDATION

Catholic Charities
DIOCESE OF TRENTON



ENGLEWOOD
HEALTH



INTEGRITY
HOUSE



PSEG



RUTGERS

Center for State Health Policy



RUTGERS

School of Nursing



Southern New Jersey
PERINATAL
COOPERATIVE



Virtua
Health

Bronze Tier

blueOcean
BENEFITS & CONSULTING

