

New Jersey Healthy Town Designation

The Mayors Wellness Campaign (MWC) New Jersey Healthy Town designation, a program of the New Jersey Health Care Quality Institute in partnership with the NJ State League of Municipalities (NJLM), recognizes communities in which mayors have made healthy lifestyles a top priority and are actively engaging all members of their community through inclusive, evidence-based health and wellness programming, policies, and a culture of health. Healthy Town designations are a great honor, achieved through a competitive process.

Each year, MWC municipalities are invited to apply for a Healthy Town designation at www.njhcqi.org/mayors-wellness-campaign and can be awarded one of the following designations:

Gold - Healthy Town: These communities have well established, engaged Mayors Wellness Committees that use research and local data, including social determinants of health, to assess the health of their community. They collaborate with local partners to implement programming to reach health goals established for that year, successfully evaluate programming, and have sustainability plans in place.

Silver - Healthy Town to Watch: These communities are on their way to becoming a Healthy Town and have made a commitment to improving the health and wellness of their community. Along with key stakeholders, they have started to incorporate local data into programming and have identified ways to evaluate their programs.

Bronze - Healthy Town Up-and-Coming: These communities have made the decision to focus on the health and wellness of their communities. They have started inviting important stakeholders to the table and offer healthy activity and education programming to their residents.

Healthy Town Designation Timeline:

- **November 17, 2025** – 2025 Healthy Town applications released.
- **December 2, 2025 at 12 pm** – Healthy Town Webinar. Join us for a deep dive and strategies to improve your Healthy Town application. Register at <https://njhcqi.info/mwc12225>
- **January 16, 2026 at 5 pm** – Healthy Town applications due.
- **March 2026** – Healthy Town designees announced.

Healthy Town Benefits:

- Recognition of your commitment and work over the past year to making your community a healthier place to live, work, and play.
- Receive a Healthy Town award, certificate, and signage for your municipal building.
- Featured in a Quality Institute press release and article for the NJLM Magazine, which reaches over 6,300 local government leaders, department heads, and administrators.
- Featured on the Quality Institute's multiple social media platforms and newsletter, which reaches over 1,000 government, industry, and community leaders across the state.



CONTACT US TODAY to discuss your MWC and MWC Healthy Town Application:

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