

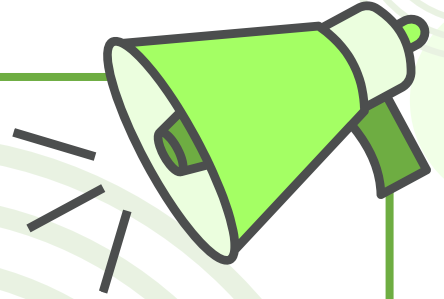
MAYORS WELLNESS CAMPAIGN ACTIVITIES

2025-2026

As a mayor or community leader, you play an instrumental role in fostering a healthy community for everyone. The [Mayors Wellness Campaign](#) (MWC), run by the New Jersey Health Care Quality Institute (Quality Institute) in partnership with the New Jersey State League of Municipalities offers technical assistance, guidance and resources to help you improve the health and wellness of your community.



Why You Should Join or Recommit to the MWC:



Engage in Training Activities

Access virtual and in-person activities to help you enhance your community's wellness initiatives.

Showcase Your Work to Your Residents

MWC creates a platform and helps you publicize the important work you are doing to improve the health of your residents.

Participate in Collaborative Forums

Exchange ideas and best practices with other local leaders to strengthen your programs.

Gain Public Recognition for Your Community

Highlight your community through awards and statewide recognition as a healthy place to live, work, play, and age.

Access Technical Assistance

Receive guidance from MWC staff for your community's health needs.

Access Funding Opportunities

Access financial incentives only available to MWC towns to support and expand your initiatives.

Connect to Health Care Providers and Subject Matter Experts to Further Your MWC

Get connected to Quality Institute partners who can provide valuable insights and guidance on health and wellness topics.

Gather Data On Your Community's Needs

MWC helps you publicize the work you are doing to improve resident health.



MAYORS WELLNESS CAMPAIGN ACTIVITIES

2025-2026 Activities Calendar



October

- **Sign the MWC Pledge and “Put Your Town on the Map” Campaign**
 - Reaffirm your commitment to health and wellness by [signing the annual Pledge of Participation](#).*
- **MWC Health Champion Nomination**
 - Nominate a community member whose dedication to wellness deserves public recognition—ideal for highlighting staff or volunteers.*

December

- **Information Session: “2025 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**
- **Quarterly Conversation of Your Life (COYL) Partner Meeting**
 - Gather with healthy aging stakeholders to share progress and plan initiatives focused on advance care planning to get support for health aging initiatives. Contact Katie Bisaha at Kbisaha@njhcqi.org to get started.

November

- **Launch of the 2025 New Jersey Healthy Town Application**
 - Apply for this Annual competitive recognition given to towns that are leading the way through their MWC.
- **NJ State League of Municipalities Conference**
 - MWC Panel Session: Join “Bringing Health to Your Community With the MWC,” to hear real-world strategies from MWC communities to start or enhance your local health initiatives. Public Health CEs available – tell your local health officers.
 - MWC Booth: Visit us in person with your questions, for resources, signing the pledge, and a photo with your town on the map.
- **Statewide Survey Campaign**
 - Help shape the MWC’s priorities by sharing what is important to your town. *
- **Connect on the MWC Community Hub**
 - Connect with MWCs statewide, share resources, find partners, and collaborate on initiatives. Access tools, updates, and expert insight all in one place.



***Participating towns earn an additional entry to the MWC Incentive Drawing for funding support.**

MAYORS WELLNESS CAMPAIGN ACTIVITIES

2025-2026 Activities Calendar



January

- MWC Incentive Drawing Winners Announced

March

- 2025 New Jersey Healthy Town Designees Announced



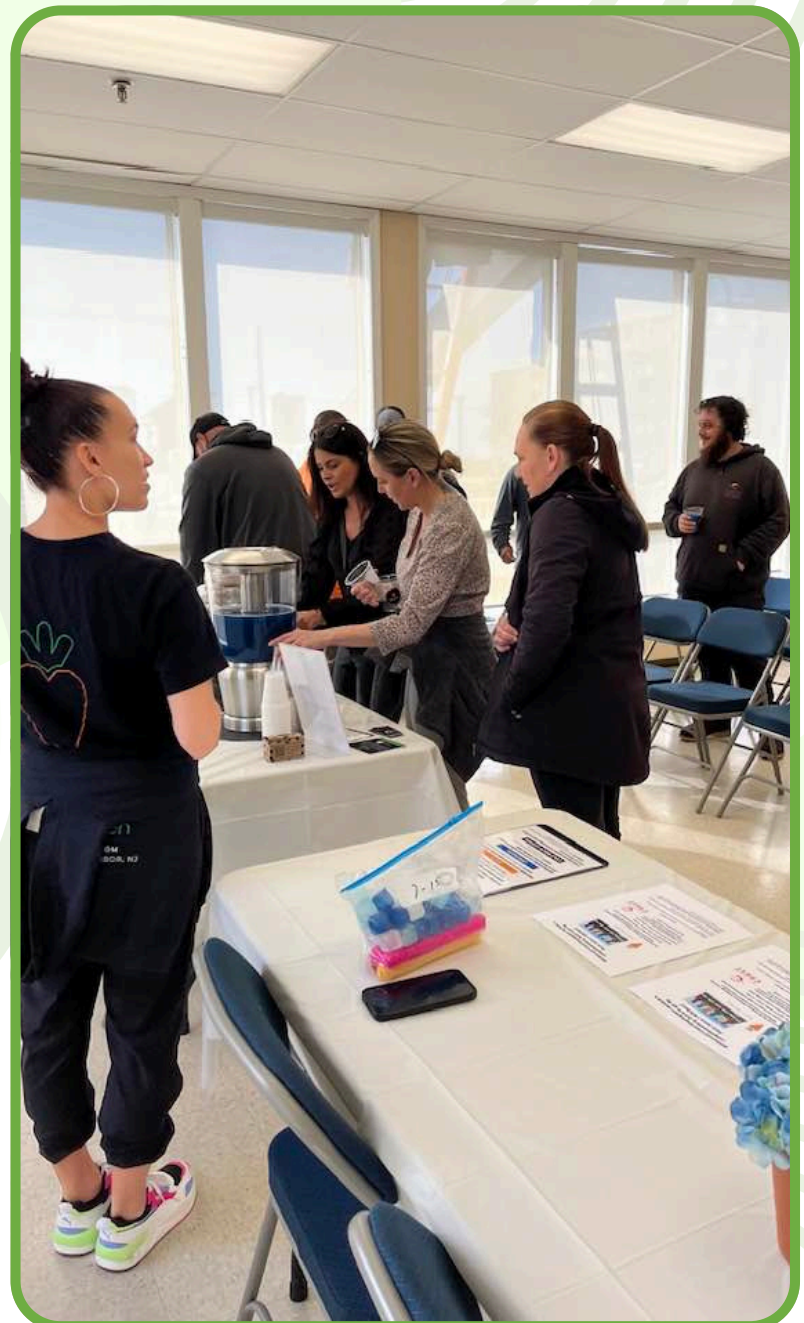
June to August

- **County MWC Town Hall Meetings**
 - MWC committees convene by county to discuss top community health priorities. These forums guide MWC's direction for the coming year.
- **Mayors Wellness Campaign Workshop**
 - A workshop tailored to your feedback on community health needs. Details TBD.



April to May

- **Healthy Town Awards Presented to Designated Towns**
- **COYL events in honor of National Health Care Decisions Day (NHDD)**
 - In honor of [NHDD](#), stakeholders across New Jersey host events raising awareness about the value of advance care planning and encouraging meaningful conversations about health care decisions.



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MAYORS WELLNESS CAMPAIGN ACTIVITIES

2025-2026 Sponsors



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