

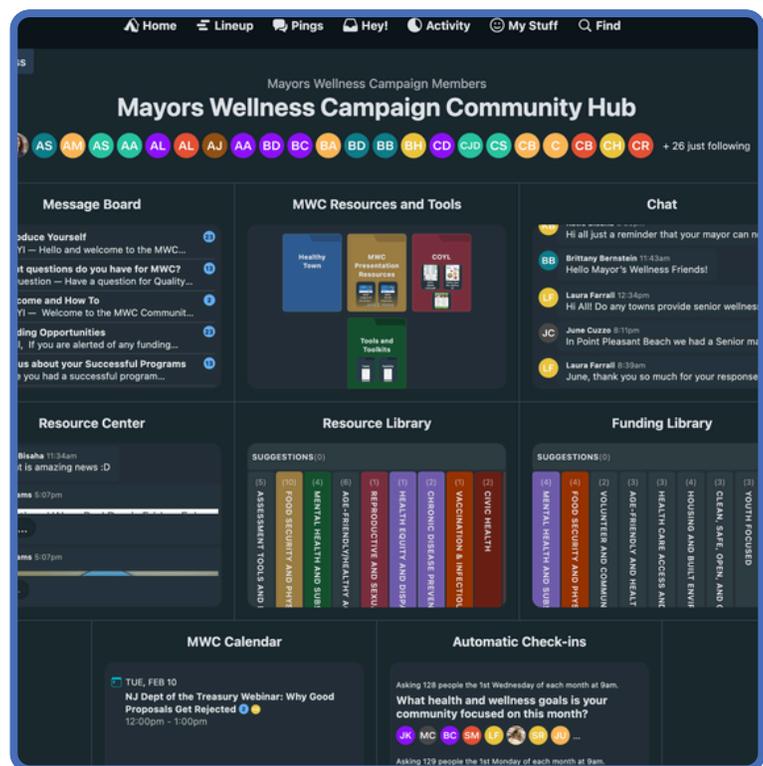
A Connected Path to Community Wellness: The Mayors Wellness Campaign's Community Health Hub

The New Jersey Health Care Quality Institute's Mayors Wellness Campaign (MWC) uses Basecamp as a virtual community hub to connect municipal leaders, streamline communication, and celebrate community health achievements. Through this interactive platform, **more than 125 members representing over 400 New Jersey municipalities** share progress, exchange ideas, and collaborate on initiatives that enhance residents' health and well-being.

How Our Community Health Hub Works

The hub gives municipal leaders a **simple, organized way to keep the Quality Institute and peer communities informed** about local programs and results. Towns post flyers, photos, and event descriptions that bring their MWCs to life, complete with dates, locations, and contact details.

On the first Wednesday of each month, the Quality Institute issues a check-in asking, "What health and wellness goals is your community focusing on this month?" Responses create a real-time picture of priorities across the state.



Beyond individual updates, the hub features a **Resource Library of toolkits, templates, and other useful resources** that help communities expand their wellness programming.

Communities also engage with one another through the message board and chat box, boosting peer support and shared learning across municipalities.



The Hub has been a valuable addition to the Mayors Wellness Campaign program. It has increased the visibility of the work being done by the Township of Montclair, while also providing opportunities for cross-collaboration and idea sharing with other communities within the MWC. It is both encouraging and exciting to see all of the positive work happening in the health and wellness space. We at the Township of Montclair hope to continue building, growing, and learning through the networking opportunities available on Basecamp.



- Mayor Dr. Renee Baskerville, Township of Montclair



The Quality Institute Hub is an excellent online resource for our wellness campaign. The platform offers information on grant opportunities for programming, facilitates networking with other leaders to share ideas, and offers a chat forum to ask questions and receive support. It also serves as a valuable tool for staying connected with NJHCQI, accessing learning opportunities, and keeping informed about important program dates and deadlines.

- Laura Farrall, Wellness Coordinator, Borough of Wildwood Crest



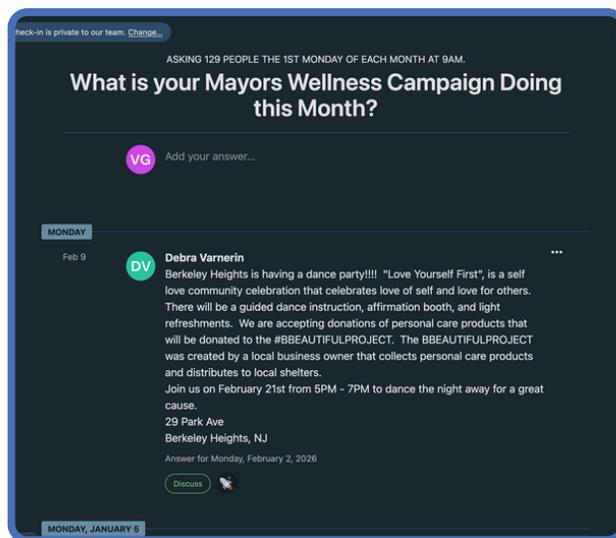
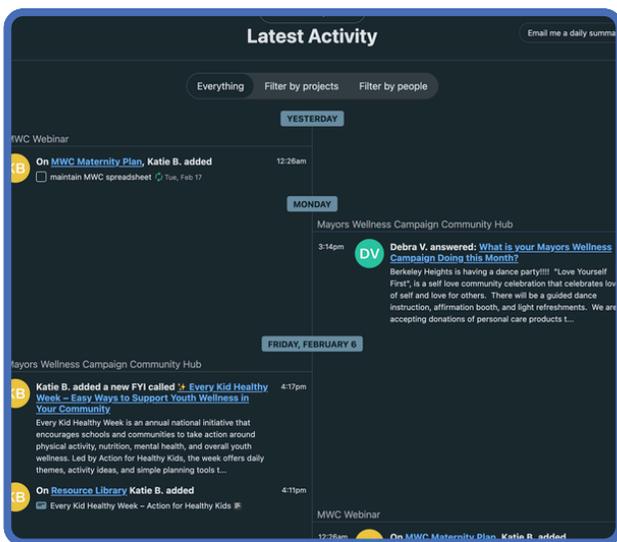
I have personally enjoyed using the Hub on behalf of Deerfield Township. It is a wonderful way to share events, discover funding opportunities, exchange ideas, and provide shout-outs for successful staff efforts and beneficial programs. We learned about programs like the Fitness Court through the HUB, as well as smaller programs that have strengthened our annual schedule and boosted our attendance and reach. It is also a terrific way to network with others working with the Mayors Wellness Campaign without leaving our office.



- Dawn Marie Bascelli, Township Administrator, Deerfield Township

Why It Matters

The MWC's virtual community hub brings visibility to the day-to-day work happening in communities across New Jersey. For sponsors, our community hub provides a clear view of how the impact of your donation directly supports community health, resulting in measurable progress toward healthier, more connected communities. In this way, MWC is a living network of ideas that circulate freely, where success stories help inspire the next wave of community health initiatives.



Get Involved

Communities and organizations interested in partnering with The Mayors Wellness Campaign are encouraged to complete the **Community Partner Form**. Participation opens the door to collaboration, shared learning, and a statewide network committed to community wellness.

For more information about the Mayors Wellness Campaign, MWC Virtual Community Health Hub, or sponsorship opportunities, contact Katie Bisaha, Program Officer, at kbisaha@njhcqi.org.

