MAYORS WELLNESS CAMPAIGN HANDBOOK

Mayors Wellness Campaign

20

2006-2026

Anniversary

NEW JERSEY HEALTH CARE QUALITY INSTITUTE



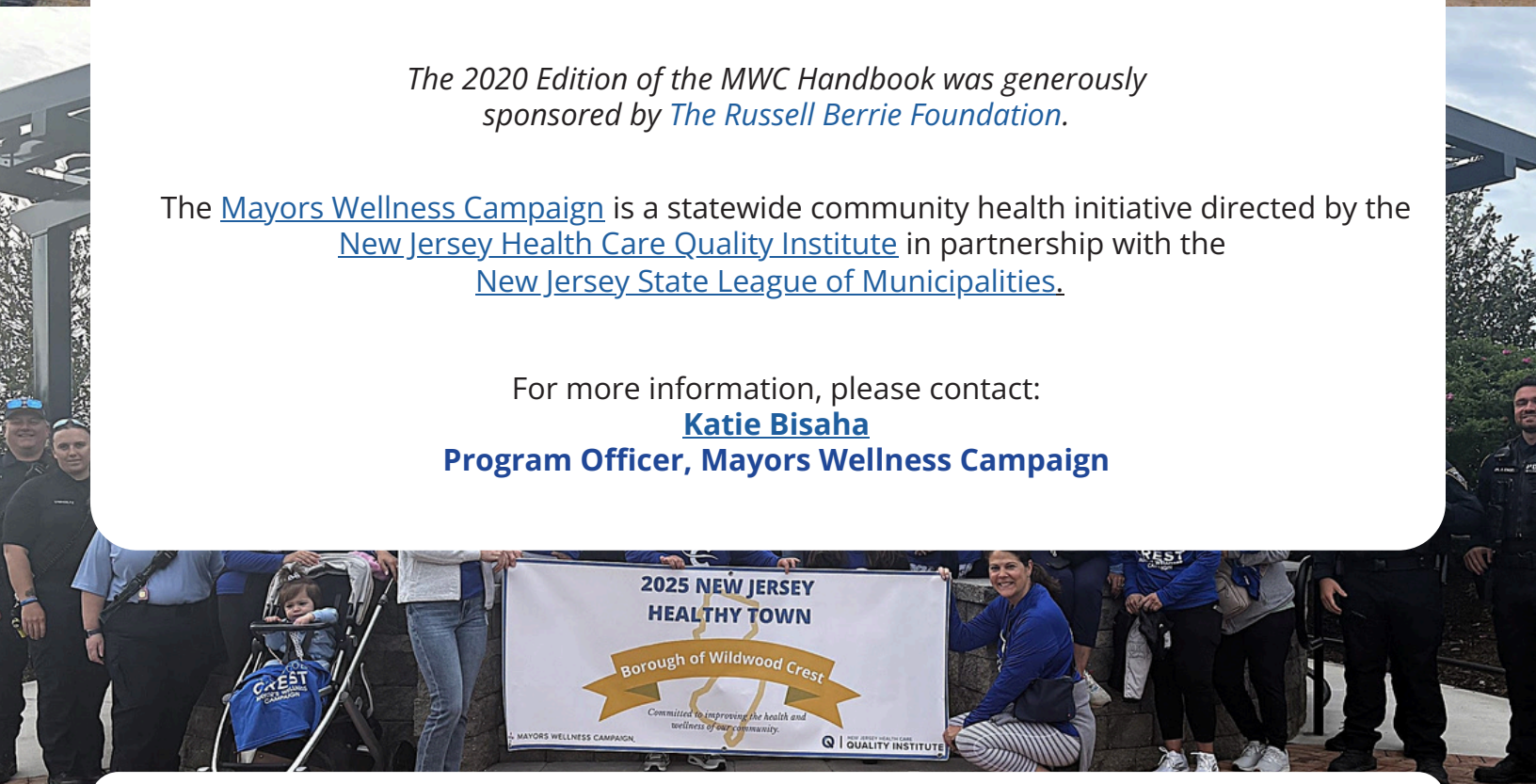
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NEW JERSEY HEALTH CARE QUALITY INSTITUTE

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The Mayors Wellness Campaign is a statewide community health initiative directed by the New Jersey Health Care Quality Institute in partnership with the New Jersey State League of Municipalities.

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20 MAYORS WELLNESS CAMPAIGN 2006-2026 ANNIVERSARY

What is the Mayors Wellness Campaign?

The Mayors Wellness Campaign (MWC) is a statewide community health initiative directed by the New Jersey Health Care Quality Institute in partnership with the New Jersey State League of Municipalities (NJLM). The MWC provides evidence-based tools and strategies to mayors and community leaders to help their residents achieve healthier lifestyles, as well as to improve the health and wellness of their communities. Since the program's inception, the MWC has grown to include over 415 participating communities — more than 72% of the state's municipalities, with more towns joining every year.

The Mayors Wellness Campaign offers participating communities support and guidance to:

- **Identify pressing local health needs**
- **Organize a MWC Committee to plan programming to address those needs**
- **Implement MWC programming**
- **Track progress on wellness goals**



Throughout the year, Quality Institute staff works to support mayors and local MWC Committees to plan and implement programming and events. The online MWC Toolkit offers thirty evidence-based tools featuring free to low-cost programming ideas with step-by-step instructions to plan and implement them. In addition, Quality Institute staff offers ongoing educational opportunities that highlight specific tools or share best practices from other MWC communities.

Every year, communities that participate in the Mayors Wellness Campaign are invited to apply for our New Jersey Healthy Town designations. The Healthy Town designations recognize communities in which mayors have made healthy lifestyles a top priority and are actively engaging members of their community through inclusive, evidence-based health and wellness programming and events.

In addition, we are here to support your efforts towards improving the health of your residents. This handbook is a great place to get started, or to enhance, your existing MWC program. Take a look at the MWC webpage to learn more.

Why Join the MWC?

By joining the MWC, your town will receive:







- **Regularly updated tools and strategies** to promote the health and wellness of your community
- **Connection to local partners and volunteer networks** to enhance your programming, such as volunteer nurses, dieticians, physical therapists, and other health professionals
- **Information about grants and funding** for your programs Promotional materials to help publicize your impactful work In-person workshops and online webinars to learn from and to share best practices with other MWC participants
- **Quarterly newsletters** highlighting MWC ideas and valuable resources
- An opportunity to be designated and honored as a **New Jersey Healthy Town**
- **Eligibility for up to 25 Sustainable Jersey points** through the "Building Healthier Communities" action *(Sustainable Jersey is a nonprofit organization that provides tools, training and financial incentives for communities pursuing sustainability programs)*



2018 Mayors Wellness Campaign Walk with the Mayor



A Brief History of the Mayors Wellness Campaign

The MWC was launched in 2006 in response to the Institute of Medicine Report on Preventing Childhood Obesity (2004). The Quality Institute, in partnership with theNJLM, created a program to educate and support mayors to address obesity and other healthissues through local community programming.

More than a decade later, and with hundreds of communities participating, the MWC has expanded its scope to include tools to address the social determinants that can impact health outcomes.

415+

Municipalities Participating in MWC - and Growing



How to Use the Mayors Wellness Campaign Handbook

This handbook is your go-to guide for starting a Mayors Wellness Campaign or enhancing your existing program.



Getting Started

If you are new to the Mayors Wellness Campaign, and are interested in developing a campaign in your town, begin with Section One. The information and materials you need to get started are in this section.

Already Involved

The Mayors Wellness Campaign thanks you for your current involvement and urges you to expand and enhance your campaign. *If you have already established a MWC Committee, you can skip to* ***Section Two*** *to learn how to build upon your existing work.*

New Jersey Healthy Town Application

In Section Three, learn how to bring your Mayors Wellness Campaign to the next level, by applying for the annual New Jersey Healthy Town designation.

Throughout the Handbook you will find useful tips and call-to-action boxes that will help you with your planning, which is indicated by the above logo.

You will also find a comprehensive Checklist to follow in Appendix G.

Section 1: How to Form and Develop Your MWC

The basic steps to forming a Mayors Wellness Campaign:

1. Sign the Annual MWC Pledge of Participation
2. Create your Mayors Wellness Campaign Committee
3. Host Your First MWC Committee Meeting

Read moredetails on each of these three steps below:

Step One

The first step in launching your community's Mayors Wellness Campaign is to sign the Annual MWC Pledge of Participation.

Get started by signing the Annual Pledge of Participation.

After we receive your pledge, the Mayors Wellness Campaign Program Officer will contact you to talk about how we can help you to get started.

Why Renew Your Pledge?



The Pledge should be signed by the Mayor on an annual basis to show your town's dedication to helping residents live their healthiest lives and your recommitment to the program.

The New Jersey State League of Municipalities' Annual Conference, which occurs in Atlantic City every November, is a great place to connect with us and to re-sign the pledge for the upcoming year.

Step Two

Thesuccess of a local MWC depends on the support and involvement from municipal employees, community leaders, and active residents. We recommend you form a Mayors Wellness Committee to help you design and implement your programs and events.



How to Launch Your Committee:

Identify People to Involve in your MWC Committee

Think about the people you know who are particularly interested in your community's health (staff and volunteers). Consider individuals working or volunteering at:

- **Health Department**
- **Recreation Department**
- **Education Department**
- **Senior Center**
- **Schools**
- **Human Services Department**

Also reach out into your community. Consider inviting:

- **Gym or yoga studio owners or instructors in town**
- **Local restaurants and chefs offering healthy foods**
- **Local registered dieticians and nutritionists**
- **Physicians, nurses, and mental health providers, including social workers**
- **Physical Therapists**
- **Local health systems and their employees**



Don't limit the group to those interested in health. Other community leaders can be important partners. Consider asking these individuals to join your Committee:

- **Active and involved residents**
- **Librarians**
- **Clergy**
- **Scout leaders**
- **YMCA/YWCA**
- **Individuals from other organizations in your community (e.g. Youth Services Commissions, Municipal Alliances, Parent-Teacher Associations)**

Reach out to Quality Institute Staff for Assistance with Volunteer Recruitment and Management

- **Because the leaders and influencers that you will want to serve on your MWC Committee will likely already be busy professionals, contact them personally. Be prepared with an "elevator pitch" using the information in this Handbook. See Appendix A for a one-pager about the MWC and Appendix B for a sample "elevator pitch."**
- **Be clear about the time commitment of serving on a MWC Committee.**
- **At a minimum, we recommend scheduling quarterly meetings. You may need more meetings and there will be some work required between the meetings.**
- **Target a group of 5-10 people for your MWC Committee. Find a convenient time and place to meet for your first meeting. Follow up your phone calls with an email agenda as a reminder.**

Tips

- Don't neglect to reach out to traditionally underrepresented communities. Consider what cultural and religious communities have a presence in your town. Be sure their leaders or influencers are included.
- Ask your local librarian for ideas of organizations and individuals who might be interested in improving your community's health.

Step 3

When hosting your first MWC meeting, explain what the MWC is and share the many resources on the Mayors Wellness Campaign webpage with your committee. *See a sample agenda in Appendix E.* We recommend that you hand out the one-pager in Appendix A to ensure everyone has the basic information needed to represent your work.

You will likely want to elect, or appoint, a few leadership positions in your Committee to help it run smoothly.

- MWC Coordinator: Plans each meeting's agenda and runs the meetings.
- Secretary: Takes notes of decisions and items to follow up on. You don't need to keep formal minutes.
- Treasurer: Develops a budget for any programming that might cost money.





Contact the Quality Institute for Guidance
Once yourCommitteeisformed, Quality Institute staff are happy to connect with your Committee.

Decide with your group how often to meet. If you have a group of busy individuals, you can have quarterly meetings, while doing the majority of the committee's work between meetings, through emails or conference calls.

Tips

- Discuss who else should be invited to join the MWC Committee
- Be clear about tasks to be accomplished before the next meeting
- Set the date for your next meeting

Get everyone's email address and be sure to send it to info@njhcqi.org to be added to the MWC quarterly newsletter email list.

Spread the Word to Involve Others

New initiatives are always more successful when you involve others. After you sign the Annual Pledge, you can also:

- Issue a Mayoral Proclamation announcing your new initiative. *See Appendix C.*
- Use our press packet in Appendix C to announce to your community about your commitment to being involved in the Mayors Wellness Campaign. You can reach out to local news sources (print and online) as well as Bluesky, Instagram, Facebook, and LinkedIn.

These are great ways for others to learn how they can get involved. You'll want to be sure to share the news with volunteers, community partners, health care professionals, and other municipal employees.

Get Connected



Now that you are part of the network of Mayors, committed to improving the health and wellness of their communities, be sure to join the community on Facebook and follow us on Instagram. You'll get the latest announcements about new resources and other tips to make your MWC the best it can be. *More information regarding social media and marketing can be found in Section 2.*

Check out the list of other municipalities participating on the MWC website. You might know some of the mayors in those towns. Have conversations with them about how they have been involved.

Now that you have your MWC Committee up and running, it's time to start planning events.

Section 2: How to Plan Your MWC Programs and Events



The power of the Mayors Wellness Campaign is that it is unique to individual communities and can be tailored to fit your community's resources and needs. By using input from your Committee members and information sources provided by Quality Institute staff, you can identify the biggest health challenges that your community faces. Then, your Committee can develop programming that will help you address those challenges.

These are the basic steps to developing and planning MWC Programs and Events:

1. **Identify your community's health and wellness needs**
2. **Set your community health and wellness goals**
3. **Decide on your MWC programming using the MWC Toolkit**



1. Identify Your Community's Health and Wellness Needs

Assessing your area's health needs is the most important step to making sure your MWC is going to have an impact on your community. To begin, consult your town or county health department to see what information they have regarding the health needs of your community. We also advise that your committee reviews existing data available and collects new data, if necessary. Your team can also survey residents or conduct focus groups to get feedback from your community regarding health needs. Be sure to consider the unique needs of individuals with a disability or vulnerable populations in your community.

County-wide data is available from a variety of sources, including:

- City Health Dashboard
- New Jersey State Health Assessment Data
- The New Jersey Department of Health's Healthy New Jersey 2030 Report
- The National Collaborative for Health Equity's HOPE Initiative
- The Opportunity Atlas
- The Robert Wood Johnson Foundation's County Health Rankings & Roadmaps
- United States Small-Area Life Expectancy Estimates Project
- U.S. News & World Report's Healthiest Communities

Additionally, local, municipal, or zip code level data can provide a more granular look at the wellness of a community and, thereby, allows you to better design your Mayors Wellness Campaign.

Community or zip code level data may also be available from the Community Health Needs Assessment (CHNA), which is prepared by local hospitals. As part of the Affordable Care Act, tax-exempt hospitals are required to conduct a CHNA every three years. Contact the community outreach director at your local hospital to access this information. You can also find your CHNA online by searching for the name of your town with the particular community health needs assessment; for instance, you can search for "Matawan community health needs assessment."

Governmental Public Health Partnerships (GPHP) are regional forums that bring together local health officials to identify, plan, and organize regional local health resources. GPHPs have taken the lead in strategic community health planning, engaging hospitals, community service providers, local businesses, and many other partners. These community partnerships have produced Community Health Needs Assessments (CHNAs) and Community Health Improvement Plans (CHIPs) for each county in New Jersey, which identify high priority public health needs and outline implementation plans for each of the identified priority issues.



Tips

- Ask members of your MWC Committee if they know of additional community health data that might be available for your use.
- Community Health Needs Assessments are completed once every three years, so be sure you are using the most up-to-date assessment.

2. Set your Community HealthGoals

Consider the needs of your community and identify three challenges to begin to address in your MWC programming. The MWC Committee should be enthusiastic about the goals being set to ensure their leadership and engagement.



As a way to plan for the upcoming year, use the New Jersey Healthy Town Rubric to guide your program planning. You can use the rubric to apply to be a New Jersey Healthy Town. If you need assistance with the application, please reach out to our staff.

In addition to focusing on your community's health needs, we recommend that your MWC Committee considers programming, which covers these four target populations:

- **Youth**
- **Seniors**
- **Employees**
- **General Community**

By targeting these populations, you will create diversity in programming and ensure that you are reaching all your residents.

3. Determine Your MWCProgramming Using OurToolkit

Once you have determined the health challenges you want to prioritize, use the online MWC Toolkit to help you plan your programs and events. The MWC Toolkit provides more than 30 tools using evidence-based strategies to implement free to low-cost community health programming in the following categories:

Physical Health & Nutrition	Environment & Health	Education & Health	Arts & Health

When developing your program plan for the year, consider the following elements:

- **Capacity:** What is the time availability of your Committee members? Will you need other volunteers? Are there other organizations or employers who will help so you can increase your capacity? The best programming is one that you can complete with the resources you have available. You may want to start with an easy program, such as Walk with The Mayor.
- **Measurement:** What will success look like? Develop some goals to reach, such as the number of attendees or number of pamphlets handed out. Is there a way to measure how you have changed your community's health as a result of your programming? See the "Evaluating Your Program" section below for more information.
- **Budget:** Consider any costs that might be necessary for your events and ask local businesses or others to sponsor those costs. Be sure to mention these sponsors in your promotional materials.
- **Time and Location:** When scheduling your MWC programs, consider coordinating them with other community wide events (town festivals, summer concerts) or host your MWC programs where people usually gather anyway (parks, libraries, senior centers).
- **Promotion:** Use the MWC Press Toolkit in Appendix C to publicize your events.



Promoting Your MWC Events

Be sure to create a promotional plan for the MWC programs you create. Reaching the audience that is the right fit for your programs, as well as making sure that these events are well attended, is essential to the success of your MWC program. When deciding on your advertising mediums, make sure to keep your target audience(s) in mind. Partner with libraries, senior centers, community centers, and others to promote events.



Budget-Friendly Ways to Spread the Word About Your MWC Program or Event

Use Social Media

- Create a Facebook event and have allMWC Committee membersRSVPthrough their Facebook pages. It will show up on their friends' feeds and it's a great way to spread the word. Create a sample post for MWC Committee members, partners, and community organizations to post on their social media channels, such as Facebook, LinkedIn, Instagram, Bluesky, etc.
- Tag us using the **Quality Institute handles: Facebook - @NJHCQI, LinkedIn - @ New Jersey Health Care Quality Institute, Instagram - @the_quality_institute_nj, and also use the #MayorsWellnessCampaign**, so Quality Institute staff can also help to promote your event.
- Consider creating a short video of the Mayor, or other influencer, to post on social media channels inviting people to the event.



Develop Short Announcements to be Placed in Community Bulletins or Newsletters

- Distribute to newsletters oflocal community andcivicorganizations.
- Email to local clergy and faith-based organizations.
- Send to local newspapers (digital and print).
- Share with MWC Committee members who can in turn share with their workplaces.
-

Develop Flyers

- Post in community centers, grocery stores, and local provider's offices.
- Ask local businesses to hang them to advertise events to customers.
- Mail to or drop by large companies to distribute to employees.

Tips

- Remember to take photos at your events and programs. Share photos with local press and post on social media. And be sure to send to info@njhcqi.org, so we can highlight your community on our social media, and in the MWC and Quality Institute newsletters, which reaches over 1,000 government, industry, and community leaders across the state. We are here to help you put your town on the map.
- We encourage MWC communities to use the our logo, and to also develop their own unique and complimentary Mayors Wellness Campaign logo. *See Appendix D for examples.*

Working with Partners in Your Community

The power of your MWC programs can be enhanced by involving other partners from your community. Employers, small businesses, and health care providers can help you spread the word about MWC events and programming. You can also ask them to become even more involved through:



- Hosting an event at their location.
- Sponsoring refreshments or other giveaways to supplement events with fun.
- Offering their expertise (nurses, social workers, motivational speakers, etc.).
- Helping you promote your event.

Evaluating Your Program

Evaluation is important for planning future programs and to determine if your goals were accomplished. Consider the evaluation methods most appropriate to assess the success of your program.

1. Record attendance to evaluate the reach of the event.
2. Gather participant feedback through interviews and surveys (*See a sample program survey in Appendix F*).
3. Collect any press coverage and share with MWC staff.
4. Year-to-year comparison of health indicators to determine if your programming is affecting change in the health of your community.

This information will also be helpful if you intend to apply for a Healthy Town designation. *Learn more about the Healthy Town designation in Section Three.*

Tip

- The Mayors Wellness Campaign has partnered with Sustainable Jersey. A municipality can earn up to 25 points by documenting active participation in an established program, such as the MWC. The "Building Healthier Communities" action recognizes municipalities that have implemented educational and community-based programs and strategies aimed at engaging and empowering individuals to choose healthy behaviors and make changes that reduce their risk of developing chronic diseases. For more details, please go to the Sustainable Jersey "Building Healthier Communities" action.

Quality Institute staff is here to assist in developing evaluation tools and strategies to analyze your evaluations and improve your programing. Contact us while you are in the planning stages for your programming or event and we can help you develop your tools.



Step It Up

After you have planned and implemented your first few programs, consider stepping up your game. The MWC is not just about getting your residents active or eating healthier. Consider adding programming that will improve conditions in which we live, work, and age, in combination with wellness, and positively impact your community's overall health. These conditions, called social determinants of health, include health and health care, neighborhood and built environment, education, economic stability, and social and community context. Use our Toolkit to help address diverse areas of health and wellness.

For example, Trenton established a mobile health clinic "Wheels to Wellness" to close the gaps in access to health care. The clinic provides free-of- charge preventive care to Trenton residents at community events who otherwise would not have access to it.

The Quality Institute can provide guidance on expanding your programming to address the social determinants of health.

The MWC's Conversation of Your Life Program

Another great way to enhance your MWC programming is to incorporate events that include Conversation of Your Life (COYL), a program of the Mayors Wellness Campaign. This specific programming brings advance care planning conversations into New Jersey communities. COYL provides community leaders and local partners with tools to develop engaging community conversations around end-of-life care planning. Generously supported by The Horizon Foundation for New Jersey, COYL is currently active in over fifteen counties and continues to grow statewide.

Participating in your county's COYL Task Force is another option to expand your scope of programming. Offer to host COYL events in your community to raise awareness of advance care planning to your residents. *See Appendix J to learn more about COYL.*



Information About Grants and Funding for Your Programs

The MWC Quarterly Newsletter offers information about grant programs and funding opportunities that the Quality Institute has identified. The newsletter also highlights programs in MWC towns and alerts you to new data and reports relating to health in communities. Be sure to provide us email addresses for anyone involved in your campaign who would like to receive this digital newsletter.



We can offer information about how other towns are helping to financially support their MWC programming.
Reach out to our staff for ideas about MWC funding.

Section 3: Apply for a New Jersey Healthy Town Designation

All towns that participate in the Mayors Wellness Campaign may apply to receive a New Jersey Healthy Town designation. These designations recognize 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 and events.



Each year, MWC municipalities are invited to apply to receive one of our three designations:

Healthy Town

Healthy Town to Watch

Healthy Town Up-&-Coming



All MWC towns who apply and meet the high standards defined in the Healthy Town Application and Rubric are awarded a designation.

MWC highlights the importance of addressing health broadly to incorporate the social and economic opportunities that help shape health and well-being. The Healthy Town Rubric aligns with the Robert Wood Johnson Foundation's Culture of Health criteria, recognizing that:

"Where we live — our access to affordable and stable homes, quality schools, reliable transportation — make a difference in our opportunities to thrive, and ultimately all of this profoundly affects our health and well-being."

The designations also emphasize the need to approach MWC programming with an equitable and inclusive lens, to work to eliminate avoidable differences among groups of people: socially, demographically, and economically.

Every fall, the new Healthy Town Application and Rubric are released at the New Jersey State League of Municipalities conference and are available online after the conference.

The Application requires towns to:

- **Outline the research they used to identify their community health needs**
- **Describe their MWC Committee and its work**
- **Detail the actions they've taken to make their communities a healthier place to live, work, and play**

Additionally, every year the Quality Institute hosts a webinar to explain the Healthy Town Application, answer applicants' questions, and offer recommendations on how to strengthen their submissions. Applications are due in late January, and designations are awarded in early Spring.

Designees receive promotional materials for their use to help highlight their accomplishment of achieving Health Town designations. Through press releases, press events, social media platforms, as well as through the Quality Institute's newsletter and social media platforms, towns can promote thier new designation. Each year, New Jersey Healthy Towns are also featured in an article for the New Jersey State League of Municipalities magazine.

Tip

- Towns designated by the Mayors Wellness Campaign as a Healthy Town or a Healthy Town to Watch in the current or previous year, can simply upload a copy of their Healthy Town Application and documentation of the award (i.e. certificate, notification letter, press release, etc.), instead of filling out a new Sustainable Jersey application.



Contact the Quality Institute for guidance on applying for the Healthy Town application.

A webinar will also be available on tips to making your application as competitive as possible.

Keep In Touch

With more than 70 percent of New Jersey's towns participating in the Mayors Wellness Campaign, there is a strong culture of MWC towns sharing good ideas, best practices, and suggestions about how to be successful in your efforts. We want to hear from you – about your program successes and where you are struggling. We can help promote your good work or help connect you with other towns that have planned similar programs. Sharing our triumphs and struggles allows us to build each town's programs to be better in the following year. And remember, we would love to share your success, so please send us your press clippings, photos, videos, and stories via info@njhcqi.org.

The Quality Institute hosts a booth every year at the New Jersey State League of Municipalities conference in November. We encourage you to stop by our booth to say hello, meet our staff, and for mayors to sign our Annual MWC Pledge, as well as to learn about the exciting new initiatives the MWC is working on. And we also invite you to attend our panel session, where mayors share their best programming ideas and are also available to answer your questions. We would love to have your mayor speak on the panel to share all of the innovative work your MWC is doing in your community.



Resources & Appendices

Appendix A: MWC One-Pager

MAYORS WELLNESS CAMPAIGN

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 mayors and their teams with evidence-based tools and strategies to champion healthy and active living and to improve the health and wellness of their communities. Over the past thirteen years, the MWC has grown to include 416 participating communities (72 percent of the state's municipalities) with more joining every year. The MWC has evolved to expand its focus to cover the social determinants of health that impact health outcomes.

The MWC provides Mayors with support and guidance to organize a local MWC Committee and identify pressing local health needs. Through our online MWC Toolkit, we offer 28 tools featuring free or low-cost programming ideas with step-by-step instructions to implement them. The MWC Toolkit provides evidence-based strategies in the following categories:

- Physical Health and Nutrition
- Environment and Health
- Education and Health
- Arts and Health



Throughout the year, Quality Institute staff work to support mayors and local MWC Committees to plan and implement programming to promote health in the following domains: youth; seniors; employees; and communities. Some popular programs include:

- Walk with the Mayor
- Weight-loss Challenge
- Community Harvest
- Addressing Mental Health Awareness
- Healthy Corner Stores
- Driving Toward Better Health

Benefits of joining the MWC include:

- Access to Quality Institute staff for guidance on developing and sustaining your MWC.
- Information on grants and funding opportunities.
- Access to volunteer networks to enhance programming (e.g. volunteer nurses, dieticians).
- Connections to local health care partners.
- Promotional materials to help publicize events and the campaign.
- In-person and online education and networking opportunities with MWC towns and health care leaders from across the state.
- Eligible for up to 25 Sustainable Jersey points.

To join, a mayor signs an online MWC Pledge of Participation and the Quality Institute staff will be in touch to get started. The MWC gives mayors the platform and tools needed to make their community a healthier place to live, work, and play.
To learn more about the MWC, visit our webpage or contact us at info@njhcqi.org. And sign the MWC Pledge of Participation today.

Appendix B: Elevator Pitch

The Mayors Wellness Campaign is a statewide community health initiative of the New Jersey Health Care Quality Institute and the New Jersey State League of Municipalities. The MWC provides evidence-based tools and strategies to mayors and community leaders to help their residents achieve more active, healthier lifestyles and to improve the health and wellness of their communities. Over 400 of the state's municipalities have joined the Mayors Wellness Campaign.

Benefits of joining include access to dozens of tools to plan free or low-cost programming, information about funding opportunities, eligibility for up to 25 Sustainable Jersey points, and a chance to be designated as a MWC New Jersey Healthy Town. Quality Institute staff offer support and guidance throughout every step of your MWC planning and programming.

Appendix C: Mayoral Proclamation & Press Toolkit

Mayors and their staff should have an active media plan and presence to get the word out about their Mayors Wellness Campaign (MWC) work, activities, and results.

We developed this toolkit to help you. These tools are updates regularly, so check back on our webpage to find the most up-to-date information.

1. Sample Mayoral Proclamation
2. Sample Council Resolution
3. Social Media Plan and Sample Posts
4. Sample Annual Press Release



1. Sample Mayoral Proclaimation

MAYORS WELLNESS CAMPAIGN.

Municipality of _____

MAYOR'S PROCLAMATION

WHEREAS, across New Jersey, the conditions in which we live, work, and age in combination with wellness, particularly rising obesity rates and decreasing physical activity, impacts our overall health; and

WHEREAS, the New Jersey Health Care Quality Institute's Mayors Wellness Campaign, in partnership with the New Jersey League of Municipalities, recognizes that Mayors and other local leaders can be effective champions of community health and wellness; and

WHEREAS, the goal of the Mayors Wellness Campaign is to improve the health and wellness of New Jersey communities; and

WHEREAS, the Mayors Wellness Campaign provides communities with technical assistance, evidence-based resources, and other support to implement community health and wellness improvement initiatives; and

WHEREAS, [***Municipality***] cares deeply about all of its residents and the future health and wellness of its community members; and

WHEREAS, the Mayors Wellness Campaign will work to implement a comprehensive program to create and sustain local activities to improve wellness in [Municipality]; and

NOW THEREFORE BE IT RESOLVED, that I, Mayor_____, ask that all residents of this community join me in supporting and actively engaging in our local Mayors Wellness Campaign; and

BE IT FURTHER RESOLVED, that I encourage the residents of [***Municipality***] to participate in Mayors Wellness Campaign activities as we work towards living healthier lives and improving the health and wellness of our community.

Signature of Mayor
[***Insert Official Seal***]

RESOLUTION #***000***
of [***Municipality***], New Jersey

2. Sample Council Resolution

A Resolution Supporting the Mayors Wellness Campaign

[*Date*]

Whereas, across New Jersey, the conditions in which we live, work, and age in combination with wellness, particularly rising obesity rates and decreasing physical activity, impacts our overall health; and

Whereas, the New Jersey Health Care Quality Institute's Mayors Wellness Campaign, in partnership with the New Jersey League of Municipalities, recognizes that Mayors and other local leaders can be effective champions of community health and wellness; and

Whereas, the goal of the Mayors Wellness Campaign is to improve the health and wellness of New Jersey communities; and

Whereas, the Mayors Wellness Campaign provides communities with technical assistance, evidence-based resources, and other support to implement community health and wellness improvement initiatives; and

Whereas, [***Municipality***] cares deeply about all of its residents and the future health and wellness of its community members; and

Whereas, the Mayors Wellness Campaign will work to implement a comprehensive program of outreach, education and technical assistance activities to promote health and wellness for [Municipality], now therefore be it

Resolved, by the Council of the municipality of [***Name***], New Jersey, ask that all residents of this community join us in supporting the Mayors Wellness Campaign, and be it further

Resolved, that we encourage the residents of [***Municipality***] to participate in Mayors Wellness Campaign activities to **improve the health and wellness of our community**.

3. Social Media

Social media is a cost-effective method of reaching and engaging a broad audience to both advertise and share the health initiatives occurring in your Mayors Wellness Campaign. To successfully utilize social media, you will need Facebook, Instagram, and Twitter accounts and someone to manage them. Regularly updating social media allows for increased interactions and awareness among MWC towns.



- **Facebook**: Update your status regularly to share healthy tips, event details or pictures of events. Use the hashtag **#MayorsWellnessCampaign** to engage with other towns. Consider adding the MWC logo to the banner for your town's Facebook profile.

Example post:
"We are excited to make our community a healthier place to live, work, and play with the Mayors Wellness Campaign! Join us at our local park to Walk with the Mayor on [insert date]!" [Insert Your Town's Handle] @NJHCQI #MayorsWellnessCampaign.

- **Bluesky**: Share your Mayors Wellness Campaign events with your residents to get them out and moving. Tweet pictures, events, and healthy tips using the hashtag **#MayorsWellnessCampaign**. Follow our account **@NJHCQI**. We'll retweet your tweets and help you spread the word about your great work.

Example Posts

- *"Join us for a Healthy BBQ Cook-off on Saturday, 8/3 at 1pm at Holmdel Park to learn some healthy grilling recipes and games that keeps the whole family moving! #FamilyFunMonth #MayorsWellnessCampaign @NJHCQI* [**Insert Your Town's Handle**]
- *"Have you taken a Walk with Your Mayor yet? Join us on Friday Nov. 8th 10am at Town Hall for* [**Town's Name/handle**] *Walk with the Mayor. This Walk's goal is to raise awareness for #NationalDiabetesMonth. Learn more:* [**insert link**] *#MayorsWellnessCampaign @NJHCQI* [**Insert Your Town's Handle**] [**Add picture of flyer**]

4. Sample Annual Press Release

[*Add logos here of your municipality, the Mayors Wellness Campaign, and your local MWC logo.*]

For Immediate Release [*Date*] Contact: [*Name*] [*Phone number*]

[*Insert Municipality*] – Mayor [*Insert Name*] announced today that [*he/she*] will renew [*his/her*] commitment to improving the health and wellness of [*Municipality*] by signing the Mayors Wellness Campaign (MWC) Annual Pledge of Participation and announcing wellness activities that local residents can attend this year. The partnership between [*Insert Municipality*] and the MWC began [*insert number*] years ago in an effort to encourage the local community to get on the path to active living and healthier lifestyles.

The MWC (www.njhcqi.org/MWC) is an initiative of the New Jersey Health Care Quality Institute (www.NJHCQI.org) in partnership with the New Jersey State League of Municipalities (www.njslom.org). One of the main goals of the MWC is to improve the overall health and wellness of New Jersey communities. Through public-private partnerships, the MWC provides structure and evidence-based resources for community health initiatives. By encouraging mayors to play a leadership role in supporting opportunities for active and healthy lifestyles and incorporating the social determinants of health into all policies, New Jersey is becoming a national leader in community-based health interventions.

[*Municipality*] has utilized the partnership with the MWC to host [*list health programming, ex. walk*

with mayor]. These events have encouraged both healthy lifestyles and increased community awareness of the factors contributing to health outcomes. "I have seen the positive impact that the Mayors Wellness Campaign has had on our community," said Mayor [*Name*]. "I am excited to recommit [*Municipality*] to working to improve the health of our community."

For additional information, please go to www.njhcqi.org/MWC. [*You can insert your municipality's website or information on who to contact for more information*].

Appendix D: MWC logo

Contact info@njhcqi.org to obtain a digital version of this logo for use on any promotional materials related to your local MWC.

We recommend that you create a digital space where residents can stay up to date on what's going on with the MWC so they can participate. Consider using social media like Facebook, Instagram or Twitter, or even establish a page on your municipal website.

Many towns put their own spin on the logo to personalize it. See some examples below.



Appendix E: Sample MWC Committee Meeting Agenda

First Meeting Sample Agenda

[*Insert Municipality Name*] Mayors Wellness Campaign Committee Agenda
[*Insert Date and Time*]
[*Insert location*]

I. Welcome and Introductions
[*Consider a warmup question to get to know one another: Why improving our community's health is important to me?*]

II. Mayors Wellness Campaign
   a. Overview of resources available
   b. Review of [*Municipality*]'s health needs

III. Mayors Wellness Campaign Handbook
   a. MWC Committee Recruitment
   b. Programming Ideas

IV. Next Steps
   a. Review of Follow-up Items and Assign Tasks
   b. Set Date and Location of Next Meeting

Appendix F: Sample Program Evaluation Tool

Evaluation of MWC Program

Purpose: To evaluate your programming, we recommend you collect evaluations at the end of events. This is a cost-effective way of collecting data on behaviors, values, and beliefs, which can help you in planning future programs.

Please complete this brief survey and hand it in at the end of the Mayors Wellness Campaign (MWC) event you are attending. Your feedback will help inform future programming. Thank you.

1. Before attending this event, how familiar or comfortable were you with the topic on a scale of 1 to 4, 4 being the most familiar and comfortable (*please circle*).

1 2 3 4

2. After attending this event, how familiar and comfortable are you now with the topic on a scale of 1 to 4, 4 being the most familiar and comfortable (*please circle*).

1 2 3 4

3. After attending this event, how likely would you be to attend another Mayors Wellness Committee Event on a scale of 1 to 4, 4 being the most likely (*please circle*).

1 2 3 4

4. Overall, how would you rate the effectiveness of this event promoting health and wellness in your community on a scale of 1 to 4, 4 being the most effective? (*please circle*).

1 2 3 4

5. Ideas or suggestions for future programs?

Appendix G:

MAYORS WELLNESS CAMPAIGN

Mayors Wellness Campaign (MWC) Checklist

- ☐ 1. Have your Mayor sign the Annual Mayors Wellness Campaign Pledge to show your town's commitment to improving the health and wellness of your community for the upcoming calendar year.
- ☐ 2. Schedule an in-person meeting or phone call with Quality Institute staff to receive individualized guidance on how to get your MWC started in your community or how we can help you enhance a program already in place.
- ☐ 3. Develop a MWC Committee of stakeholders that are dedicated to helping your community achieve its health goals.
- ☐ 4. Schedule your first MWC Committee Meeting.
- ☐ 5. Review the NJ Healthy Town Application and Rubric to help guide your MWC planning.
- ☐ 6. Perform a localized health needs assessment to determine your town's specific health needs and social determinants of health that should be addressed.
- ☐ 7. Identify and agree on your MWC goals.
- ☐ 8. Using the MWC Toolkit for guidance, choose programming and interventions that will have the greatest impact on your town's areas of need.
- ☐ 9. Plan two to three programs to launch for the remainder of the year.
- ☐ 10. Advertise your programming in your community.
- ☐ 11. Host your events and programming.
- ☐ 12. Evaluate the impact your events had on your community.
- ☐ 13. Send photos and information about your events to Quality Institute staff.
- ☐ 14. Visit the Quality Institute Booth and the NJ League of Municipalities Conference to resign your Annual Pledge and learn about new initiatives and programming.
- ☐ 15. Submit your application to be awarded a NJ Health Town.

The Quality Institute staff is always here to help. Contact us at info@njhcqi.org or 609-452-5980.

MAYORS WELLNESS CAMPAIGN HANDBOOK



The Mayors Wellness Campaign is a program of The New Jersey Health Care Quality Institute

MISSION

To improve the safety, quality, and affordability of health care for everyone

STATEMENT OF VALUES

To support healthy communities and individuals, the Quality Institute believes that health care should be:

- Safe and of high quality
- Accessible and affordable
- Equitable, respecting individual dignity
- Transparent to promote accountability and quality improvement

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