



Quality Institute Releases Mayors Wellness Campaign New Jersey “Healthy Town” Designations for 2018

PRINCETON, New Jersey — The New Jersey Health Care Quality Institute has issued its annual New Jersey “Healthy Town” designation to eight communities participating in the Mayors Wellness Campaign (MWC), a program of the Quality Institute, in partnership with the New Jersey State League of Municipalities.

Another seven towns were designated as *2018 Healthy Towns to Watch* and three were designated as *2018 Healthy Town in the Making*.

Each year communities participating in the MWC complete a comprehensive application outlining the research they’ve done to identify their community health needs, explain how they have organized their local MWC committee, and highlight the actions they’ve taken to make their communities a healthier place to live, work, and play.

The MWC is now in its 12th year. The Quality Institute provides participating communities with a toolkit on how to get started, guidance on how to identify local health needs, and examples of specific actions that other communities are taking to improve health and wellness in their community. The resources and toolkit are available here <http://www.njhcqi.org/MWCtoolkit>.

“The commitment to improving health and wellness, by these Mayors and volunteers, is impressive” said Linda Schwimmer, President and CEO of the Quality Institute. “It was inspiring to read their applications this year and we are excited to share some examples of their great work.”

Elizabeth was listed among the programs implemented by the *2018 Healthy Towns*:

Elizabeth, 2018 Healthy Town to Watch

Top concerns in Elizabeth include obesity, physical activity, and access to health foods. To address this, Elizabeth provided the following activities:

- Play Streets – An educational and fitness event for youth and adults designed to encourage and support overall health. Play Streets provides greater access to open space and opportunities for residents to be active together.
- A Better You – A series of health and wellness events targeted toward families. Health literature, cookbooks, portion control plates, and meal prep containers are offered to participants.
- Mobile Food Market – Addresses food insecurity by providing monthly distribution of fresh produce, food demonstrations, and samplings for residents.

Approximately 6,000 residents participated in Mayors Wellness Campaign events in 2018.

“Overall wellness is one of Elizabeth’s biggest initiatives and providing options helps residents achieve their fitness goals as well as creates more opportunities within our community,” said

Mayor J. Christian Bollwage. “It is an honor to receive this designation as a healthy town and we look forward to seeing what else we can do to promote an active lifestyle for our residents,” said Mayor Christian Bollwage.