

Wellness Voice



Mayors Wellness Campaign
Put your community in motion.

January 2013 • Winter Newsletter

A Message from Melissa Kostinas Director of the Mayors Wellness Campaign

Many of the towns that were damaged so severely by Superstorm Sandy were Mayors Wellness Campaign (MWC) towns. Our thoughts are with those who suffered as a result of this devastating event.

The Mayors Wellness Campaign stands ready to do anything it can to help our partners. We also want to give special recognition to Bill Dressel and his team at the New Jersey State League of Municipalities, which for the first time in its history, had to cancel its annual conference in Atlantic City so the League and its member municipalities could

concentrate all of their energy and effort to dealing with the aftermath of Sandy. The League has been an invaluable resource for towns during the past few weeks following and during the storm.

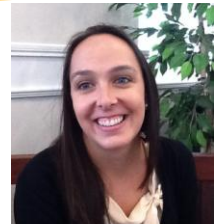
It's encouraging that many of our MWC towns have continued on with their wellness initiatives despite the adversity their communities may be facing after the storm. I had the pleasure of attending many events across the state with the mayors and their local Wellness Committees over the past couple of months.

This newsletter tells about some of the events I was witness to this fall.

Many of these MWC programs are just starting out and have really made an effort to bring community members together to join in healthy activities that everyone can enjoy.

I am so proud of the work that our mayors are doing to promote wellness in their communities throughout the year.

Congratulations to you all!



Melissa Kostinas
Director, Mayors Wellness Campaign

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Maplewood Loves Wellness Fair

Maplewood's local MWC, *Maplewood Loves Wellness*, hosted a Wellness Fair on October 13th at the town's Memorial Park. The new program partnered with Barnabas Health and their local YMCA to provide residents with wellness information

including a free Zumba class and healthy "Chair Yoga" instructions for the workplace.

Attendees munched on salsa made with ingredients from the community garden located next to

Maplewood's council building.

Congratulations to Mayor Victor DeLuca and *Maplewood Loves Wellness* for this success.

Wellness Fair:

- 30 Different Local Organizations.
- Partnering with Barnabas Health and YMCA.
- Chair Yoga and Zumba in the Streets were a hit!

Mt. Arlington 5k Memorial Run



Runners at the start of Mt. Arlington 5K

Mayor Arthur Ondish and the Mount Arlington Mayors Wellness Campaign and held the first Officer Joe Wargo Memorial 5K race on October 6th to benefit the local DARE program.

After the officer was killed in an accident with an intoxicated driver, the community truly felt the

loss. They were motivated to raise money and awareness for the local DARE program, which educates kids about drug and alcohol resistance. 198 runners participated and over \$8,000 was raised for the Mt. Arlington DARE program.

In attendance were Officer Wargo's wife,

mother, and other family members, Mt. Arlington Chief of Police Keith Licata, and Nicholas DeMauro, CEO of DARE New Jersey.

The day was a great success and Mt. Arlington plans to make the 5K a yearly wellness event. We know the people of Mt. Arlington will be excited for the next year.

Cherry Hill Starts Girls on the Run

The Cherry Hill Mayors Wellness Campaign, in partnership with the Betty and Milton Katz Jewish Community Center, launched a new running program for girls in their community this fall.

'Girls on the Run' is an international nonprofit organization that encourages third through fifth grade girls to build

physical fitness, healthy self-esteem and respect for their peers, through the course of a running-based program.

This is the first such program in South Jersey. It began in September and continued for twelve weeks, culminating in a statewide 'Girls on the Run' 5K in Somerset. Fifteen of the Cherry Hill

program participants were part of the Somerset 5K race, which took place on November 18th.

Congratulations to all of the girls involved for their hard work and dedication throughout the course of the program. Mayor Chuck Cahn and the Cherry Hill MWC hope this will become a regular part of their wellness efforts.

'Girls on the Run' encourages girls to build physical fitness and self-esteem through running.

Red Bank Hosts Walk With the Mayor

Mayor Pasquale Menna of Red Bank and his Mayors Wellness Team partnered with their local YMCA to host a one mile walk on October 20th around the town's Marina area.

The event was very well attended by residents who were excited for the

launch of their local MWC.

The walk ended with everyone participating in a group stretch led by fitness instructor, Rick Ivone, at Riverside Gardens, which was decorated with the MWC logo in the center of the

garden. Success of the event and enthusiasm shown by all the participants inspires Mayor Menna to continue these efforts. He plans to have a mini-walk for seniors at the Atrium at Navesink Harbor.

Keep up the great work Red Bank!



MWC in the park

Lincoln Park Hosts 5K in Wake of Superstorm Sandy

On November 3rd, Lincoln Park held its 6th Annual Beavertown 5K Fall Classic Run/Walk. Despite most of the town not having power due to Superstorm Sandy, Lincoln Park’s local MWC decided to push on with the popular event.

to have something to look forward to, as the Fall Classic has become the highlight of the year for many in town. Lincoln Park had a wonderful turn out of about 200 committed runners and walkers, despite the adversity residents were facing.



Runners at the start of Lincoln Park 5K

Mayor David Runfeldt and the local Mayors Wellness team thought it was important for their residents

Congratulations to all involved!

We Want to Hear From You!

As most of you know, several of the Mayors Wellness Campaign towns were affected by Hurricane Sandy. Every day we learn more about the devastation and loss some of our towns are facing and we need your help.

you about Sandy support efforts happening in your town or other towns you know. The Mayors Wellness Campaign wants to support our towns in any way we can. Please let us know of any relief efforts no matter how big or small they are. Let’s help

these communities get back in motion!

Please contact Melissa Kostinas at Mkostinas@njhcqi.org to share your thoughts.

We want to hear from



Workplace Wellness Campaign Launched in September

www.workplacewellnesscampaign.org

The Workplace Wellness Campaign (WWC) is a program of the New Jersey Health Care Quality Institute in partnership with the New Jersey State Chamber of Commerce and the New Jersey Business and Industry Association.

Wellness Campaign, this new program will expand our wellness efforts into the corporate world by equipping business leaders with the tools to develop and implement active-living initiatives for their employees.

proven your commitment to wellness, so welcome!

We hope you will also urge the companies in your town to join us in support of wellness by going to the WWC website and clicking on “Join Us”. There is absolutely no cost to join.

Based on our highly successful Mayors

Membership in WWC is *automatic* for MWC members. You’ve already

www.workplacewellnesscampaign.org

“I hope you will visit the Workplace Wellness Campaign website often and will use the resources you find there. With your help, we can build a healthy future for our state.”

*David Knowlton
President & CEO
NJHCQI*

About the Mayors Wellness Campaign



The Mayors Wellness Campaign (www.mayorswellnesscampaign.org) 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). The mission of the Mayors Wellness Campaign is to equip mayors and other key leaders with the tools to develop and implement active-living initiatives in their communities with the ultimate goal of improving health and reducing the skyrocketing health care costs that come with the obesity problem in New Jersey. Currently, more than half of the New Jersey's 566 municipalities are participating in the campaign and are working aggressively to decrease obesity rates and increase the overall health of their communities. Major funding for the Mayors Wellness Campaign is provided by The Walmart Foundation.

To learn more, go to www.mayorswellnesscampaign.org

About the New Jersey Health Care Quality Institute



Founded in 1997, NJHCQI is a non-profit foundation. Its purpose is to undertake projects that will ensure that quality, accountability and cost containment are all closely linked to the delivery of health care services in New Jersey. NJHCQI seeks to empower health care purchasers and consumers by publishing the results of objective research, comparative data on providers, and other pertinent educational information so that purchasers and consumers may adopt value-based purchasing practices and be able to make informed decisions on the merits of various health care programs, treatments and services. The Institute of Medicine' (IOM) 2004 report, "Preventing Childhood Obesity – Health in the Balance," recommended strategies to combat obesity through collaborations between home, schools, employers, state agencies and local governments. Based on that report, NJHCQI created the Mayors Wellness Campaign (MWC) to support Mayors as local leaders and champions of community health.

To learn more, go to www.njhcqi.org

A Word about Our Supporters

New Jersey State League of Municipalities



The New Jersey State League of Municipalities is a voluntary association created to help communities do a better job of self-government through pooling information resources and brain power. It is authorized by State Statute and since 1915, has been serving local officials throughout the Garden State. All 566 municipalities are members of the League. Over 560 mayors and 13,000 elected and appointed officials of member municipalities are entitled to all of the services and privileges of the League.

Bill Dressel, Executive Director of the League, was an early supporter of MWC and an advocate for bringing resources directly to communities throughout New Jersey.

The Walmart Foundation



The Walmart Foundation strives to provide opportunities that improve the lives of individuals in their communities. Through financial contributions, in-kind donations and volunteerism, the Walmart Foundation supports initiatives focused on enhancing opportunities in four main focus areas: Education, Workforce Development / Economic Opportunity, Environmental Sustainability, and Health and Wellness. Major funding for the Mayors Wellness Campaign has been provided by The Walmart Foundation.