



Wellness Voice

Letter from the MWC Director

Hi Everyone!

Working with the Region II Department of Health and Human Services for the “Lets Move Campaign” to partnering up with the WNBA team, NY Liberty (look out for details), we have enjoyed a very exciting past few months! However, I wanted to dedicate this space to thanking each and every one of you. On Friday, June 3rd, I will be leaving the NJ Health Care Quality Institute and the MWC to pursue a Master’s of Science in Public Health degree within the Health Policy and Management Department at the University of North Carolina - Chapel Hill.

For the past 3 plus years, I have had the pleasure and privilege of working with a fantastic team of people who share my passionate focus - to test the boundaries of and improve the current health care world. It is due to this passion that I have decided to further my education within the health care arena.

I owe tremendous gratitude to Dave Knowlton, without whom I would not have been offered this great opportunity, to work in the exciting world of health care or have gained the incredible wealth of knowledge he so generously imparted. He motivated me to challenge myself, and those I connected with on a daily basis for the betterment of health and health care throughout the state of New Jersey and beyond. Therefore, it is with mixed emotions that I now plan to pursue my Master’s of Science in Public Health this year.

I am very excited about what the future holds for me and all that I plan to accomplish in the field of public health, but know that if it were not for each one of you and the entire NJHCQI team, I would not be where I am today.

Please feel free to keep in touch through my personal email address: elittman3@gmail.com. If you have any questions please contact Executive Assistant, Sharon Sampson: ssampson@njhcqi.org, or Acting Director, Kristen Randolph: krandolph@njhcqi.org.

Best Wishes Always,

Yearly Review forms due!

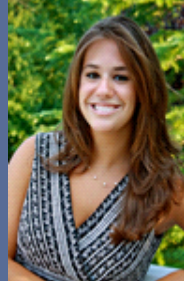


We are very proud to announce that a majority of the 566 municipalities in New Jersey have already pledged their participation to the Mayors Wellness Campaign! However, with such a high number of participating campaign towns, it is difficult to keep track of the new campaign events and wellness initiatives, which are occurring each year throughout our municipalities. For this reason, the MWC has created a Yearly Review Form, to be filled out by each participating municipality. The deadline for submission will be June 1st of each year. This year only, however, we have extended the deadline until August 1, 2011.

We will post the information that municipalities provide through this form on the MWC website so that other communities can see these ideas and use them to either initiate the MWC in their community or expand upon an already existing campaign.

The form is also particularly important because it establishes your municipality as an active Campaign town. So, please use the link below to access the Yearly Review form and submit a completed document by August 1st, 2011.

<http://www.mayorswellnesscampaign.org/mayors-wellness-campaign-yearly-review/>



Emily Littman, Director
Mayors Wellness Campaign

Summer is almost here! Read on for tips on health and wellness and updates from the Mayors Wellness Campaign!

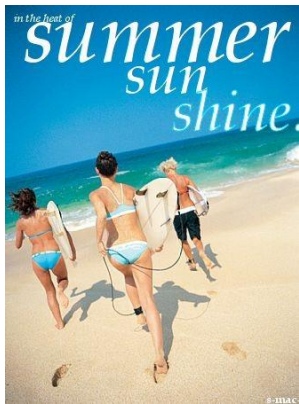


- Looking for ways to stay healthy and keep active this summer? See page 2 for help!
- Don't forget to fill out your Yearly Review form, see the article "Yearly Review forms due!" for more details.

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Living and Traveling Healthy this Summer



"Life is not merely being alive, but being well".

- Latin Poet:
 Marcus Valerius
 Martialis



Summer approaches and we all know what that means. It is time for us to face one of our greatest fears: swimsuit season! The winter provided us with an excuse to stay indoors, eat junk, and be lazy. It was too snowy, too cold, or too slippery to venture outside for a walk or head to the gym. Luckily, summer brings with it warmer weather and longer days, providing us with the perfect opportunity to improve our eating habits, get out of the house, and get moving. Read the tips below to see how you can stay active and healthy this summer.

Staying Active

☀ Take advantage of the outdoors, find a neighborhood or local pool and go swimming, or get your family and neighbors together to go for a hike or play a game of soccer.

☀ Schedule outdoor activities in the morning and the evening, when the sun isn't so hot so you can stay active longer and lower your risk for dehydration.

☀ Make sure to bring lots of sunscreen and other protection, like sunglasses and hats, to protect yourself from sunburn and skin cancer threats.

☀ Wear loose fitting, lightly colored clothing to avoid overheating.

☀ Drink lots of water- it is easy to become dehydrated in the summer months when your body sweats a lot more. It is important to always have water on-hand especially if you are going to be active outdoors.

☀ When the heat gets unbearable, try indoor activities at your local YMCA or rec center like basketball, swimming, yoga or racquetball.

Healthy Eating

☀ Summer is famous for its sugary beverages, such as lemonade and iced tea. Avoid these high calorie drinks and stick to water to stay hydrated.

☀ Exercise some restraint at parties and BBQs - maybe have one hot dog instead of two, or skip the brownies and grab some strawberries or watermelon instead. By doing so, you can stay in shape and stay healthy while enjoying summer parties and BBQs.

☀ Snack healthy, summer is the perfect season for finding delicious produce. Avoid the chips and other salty, greasy foods and eat fresh vegetables and fruits instead!

Healthy Travels

☀ Make "rest breaks" active: pick a road stop or park and get out of the car to take a brisk walk. Not only will it burn off some calories, but it could help the driver feel rejuvenated.

☀ Pack healthy snacks like fruits and veggies for the car ride because these will be hard to find at rest stops along the way.

☀ Pack lots of water: sitting in the car for long period of time can make it tempting to drink high calorie drinks like soda so make sure you have plenty of water to satiate that thirst instead.

☀ Plan to incorporate physical activity into your vacation, pack footballs, Frisbees, or soccer balls so that you can be physically active throughout your downtime.

Sources: surfnetsparents.com and heart.org

4th Annual Just finish 1 mile family fun and fitness day

On May 7th, the Mayors Wellness Campaign participated in the 4th annual Just Finish 1 Mile Family Fun and Fitness Day at Colonial Park in Somerset, NJ. The event was sponsored by the Joetta Clark Diggs Sports Foundation, of which Joetta Clark Diggs, the MWC's new spokeswoman, is Executive Director.

Just as the title of the event suggests, participants were required to finish a 1 mile course; whether that be by running or walking. Participants were also given a "passport" with the vendor logos printed on them. They were required to visit each vendor table and participate in each vendor's wellness game or activity in order to be

eligible for a raffle prize. Our booth featured Mayors Wellness Campaign materials, healthy snacks, sugar free candies, and a bean-bag toss. The event was quite a success! It was wonderful to see such high attendance at a wellness fair, and we were very happy to be able to support one of our spokespersons, Joetta Clark Diggs, and this great cause. We look forward to participating in the event again next year.

From left to right: Kristen Randolph MWC intern; MWC Raffle Winner; Emily Littman Director, MWC; Joetta Clark Diggs, MWC Spokeswoman



Bay Head Named New Jersey "Healthy Town"

The Borough of Bay Head and its Mayor William W. Curtis, were honored by the Mayors Wellness Campaign as the eleventh community in the state to receive designation as a "New Jersey Healthy Town." Bay Head received the designation for its strong and active participation in the Mayors Wellness Campaign.

"We are thrilled to recognize the efforts of Mayor Curtis and Bay Head to promote active living and healthy lifestyles through the Mayors Wellness Campaign," said Emily Littman, Mayors Wellness Campaign Director. "Our statewide effort, which now involves more than half of all New Jersey towns, is beginning to pay dividends."

"Putting our community in motion towards better health is one of the top priorities of our 'GO Bay Head!' campaign," said Mayor Curtis. "The recognition as a New Jersey Healthy Town speaks volumes about our community's commitment to better health."



From left to right: Kirsten Hinds - MWC Committee Member; James Urner - BH Council Member; John DeFlippis - BH Council Member; Roger Faulkenbury - MWC Committee Member; Mary Glass - BH Council Member; Charlaune Charlton - MWC Committee Member; Emily Littman - Director NJ MWC ; Bill Curtis - BH Mayor and Council Member; Tom Charlton - MWC Committee Member; John Berko - BH Council Member; D'Arcy Rohan Green - BH Council and MWC Committee Member; Jennifer Barnes-Gambert - BH Council Member; Patti Durkin - MWC Committee Member



Bay Head Named New Jersey “Healthy Town”



Left Side: Top to Bottom
 Roger Faulkenbury - MWC Committee Member; Patti Durkin - MWC Committee Member; Kirsten Hinds - MWC Committee Member; Tom Charlton - MWC Committee Member

Center - Trevor Hinds - MWC Student Representative

Right Side: Top to Bottom
 Emily Littman - Director NJ MWC; Kristen Randolph - NJ MWC; Charlaire Charlton - MWC Committee Member

Bay Head received the “Healthy Town” designation for meeting the following requirements:

- ✓ Participation in the Mayors Wellness Campaign for one year or more;
- ✓ Establishment of sustainable programs in each of the Mayors Wellness Campaign categories: Youth, Seniors, Employers, and Communities;
- ✓ Willingness to share their program information with other communities throughout the state.

The Borough of Bay Head has instituted numerous wellness programs in its “GO Bay Head!” Campaign including:

Youth in Motion

- Cooking for Kids
- Kids Fit Summer Recreation Program
- Water Safety
- Bay Head Pasta Night

Seniors in Motion

- Wellness Lectures
- Bay Head Walks
- Bay Head Wellness Fair
- Water Safety

Community in Motion

- Yoga on the Beach
- Bay Head 5K Memory Run
- Bay Head School 5K Shark Run
- Bay Head Walks
- Recycle Your Sneakers
- Wellness Lectures
- GO Bay Head! Healthy Cookies
- Water Safety
- Kids Fit Summer Recreation Program
- Yoga on the beach
- Bay Head Wellness Fair

Employers in Motion

- GO Bay Head! Healthy Cookies
- Recycle Your Sneakers
- Bay Head Walks
- Wellness Lectures
- Bay Head Pasta Night

Other towns that have received the MWC “Healthy Town” designation are: Bridgewater (2009), Clifton (2008), Fair Lawn (2010), Hamilton Township (Mercer County, 2007), Hillsborough (2010), Madison (2007), Nutley (2010), Parsippany (2009), Upper Saddle River (2010), and Woodbridge (2008).

“Kick Butt” Contest Updates



When you first heard about our “Kick Butt” contest in the Winter edition of our Wellness Voice we were still in the planning stages of the program. Now, however, we are about three months into the competition! Participating in our “Kick Butt” Contest we have municipal employees from the Township of Parsippany, City of Paterson, City of Vineland, Township of West Milford, and Woodbridge Township all competing to help their community achieve the greatest percent decrease in smoking.

Throughout February, each of our participating municipalities received a kick-off “Kick Butt” orientation where they learned about the contest and received some basic resources. Now that the competition is underway, we assess our participants’ progress via online bi-weekly “Kick Butt” surveys. Also, in June, each community will have another “Kick Butt” event featuring a wellness activity of their choice like Zumba lessons, or a stress management seminar.

The contest will end mid-September, after which there will be a three month follow-up period. It will be exciting to see which one of our five municipalities really “Kicked Butt,” and took great strides in their journey towards becoming smoke-free. Once again, we’d like to say a special thank you to our collaborators on this project; Pfizer, Fox Chase Cancer Center, and the American Cancer Society.



Below: “Kick Butt” Orientation at Paterson, Presenter: Cathy Butler - Mom’s Quit Connection



Stay Fit, Stay Healthy and Have Fun in the Summer Months

By Joetta Clark Diggs- MWC Spokeswoman

The summer months are upon us and we are preparing our children for summer camps, various sports programs and family vacations. The sun and hot weather will leave us no options but to go to the beach, water parks and pools. Regardless of your summer plans, do not forget to incorporate recreational activities into your family's day. During these carefree months it is imperative that you continue to stay fit, stay healthy and have fun. So I encourage ALL to follow some of these basic strategies to help you and your family take control of your fitness during the summer months.

Fitness and Health

For over two decades I have been educating, motivating and inspiring people to take care of themselves regardless of the season, their age and their fitness levels. We all know that obesity has become rampant in this country in people of all ages, ethnicities and social economic status. However, what you might not know is that the daily exercise rate is below 25%. Knowing this information, we do not have time to cite, "TIME or LACK of it as a reason not to take control of our health starting NOW."

Morning Workouts

If you can, get up early and workout in the morning before the sun's rays become over bearing. It will take discipline, but think about the advantages of exercising in the morning. You will get done and you have more time to enjoy the day. I always enjoy morning exercise outside because I can smell the freshness of the flowers, watch the sun rise and avoid the hustle and bustle of people driving to work. So try taking a steady brisk walk, run, bike ride or exercise in the park. But whatever you do, a morning workout will prepare you for the rest of your day.

Old Fashioned Fun

What is old fashioned fun? The answer is: PLAY. You might not go on a summertime vacation, but the kids can still play with each other and with you. Remember the days of kickball, stick ball, hide & seek, Frisbee, jump rope and relay races. We should try to introduce these fun activities into the day of our children. Parents make sure you get involved and show your children that playing is cool and good for them.

Drink Water

Getting enough fluids is important to staying healthy. Proper hydration has been associated with energy levels, concentration, physical endurance and other things that help us get the most out of life. But when we don't get enough to drink, we risk becoming dehydrated, a condition that can range from mild symptoms to severe heat-related illnesses, such as cramps, heat exhaustion and heatstroke. Drink at least half of your body weight in ounces--if you weigh 120 lbs., drink 60 oz. of water each day--and replenish your fluids if you have been sweating excessively due to heat or exercise.

Until we meet, I have provided you with some tips for staying healthy during the summer. Remember it is never too early or late to take control of your health, because "Fitness is Fun"!



Joetta Clark Diggs
1988, 1992, 1996 & 2000
Olympian
Executive Director,
Joetta Clark Diggs
Sports Foundation
Author & Motivational
Speaker



For more information or to purchase Joetta's book please visit:
www.joettasportsandbeyond.com
Email: joettaevents@yahoo.com



Michelle Obama
First Lady- USA
Founder of Let's Move!



Above:
Healthy Options menu at
the "Let's Move" Event at
Newark Bears Stadium
May 26th, 2011

Shaping New Jersey Collaboration



Listening to Larry Cohen founder of the Prevention Institute at the Shaping NJ Full Partnership Meeting, May 5th, 2011

MWC intern, Kristen Randolph attended the Shaping NJ Full Partnership Meeting at Robert Wood Johnson Hamilton Center for Health & Wellness. A picture of the event can be seen above.

We at the Mayors Wellness Campaign believe that collaboration is key in reaching our wellness goals. For this reason, we will continue to be an active partner in Shaping NJ and look forward

The MWC is a proud partner in Shaping New Jersey, a public-private partnership of more than 150 organizations across New Jersey working to "make the healthy choice, the easy choice" for all New Jersey residents. Much like the MWC, the partners in Shaping NJ aim to improve overall wellness throughout the state. Their 10 year vision is a New Jersey where regular physical activity, good nutrition, and healthy weight are part of everyone's life. Because we have such similar goals, the MWC participates actively in this partnership.

Recently, MWC Director, Emily Littman, and

Let's Move! Newark Event

Let's Move! Is a comprehensive initiative, launched by the nation's First Lady, Michelle Obama, dedicated to solving the challenge of childhood obesity within a generation. Combining comprehensive strategies with common sense, Let's Move! is about providing healthier foods in our schools, ensuring that every family has access to healthy, affordable food, and helping kids become more physically active.

On May 26th, 2011, the "Let's move" campaign opened in Newark at Eagles Riverfront Stadium at the first game of the Newark Bears season. Three thousand game-day tickets were awarded to Newark grade-school students to attend this unique event. Students competed in on-field obstacle courses, healthy food options were available, and a number of distinguished guests were in attendance including Newark Mayor Cory A. Booker, Newark Bears part-owner, Dr. Douglas Spiel, and a representative for former NFL running back, Tiki Barber.

The MWC also attended this wonderful event and looks forward to becoming a larger part of the Let's Move! Initiative. For more information and to sign up to become a part of the Let's Move! Campaign please use the following link:

www.mayorswellnesscampaign.org/the-mayors-wellness-campaign-first-lady-michelle-obama-lets-move-and-work-on-childhood-obesity/



Above: Newark Mayor Cory A. Booker at Let's Move! Newark event

A Word About Our Supporters

Contact us:

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FAX:
(609) 434- 1180

E-MAIL:
krandolph@njhcqi.org

We're on the Web!

See us at:

www.mayorswellnesscampaign.org

New Jersey Health Care Quality Institute

The New Jersey Health Care Quality Institute is a non-profit foundation founded in 1997. 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 fosters collaboration amongst all stakeholders in the State’s health care delivery system so that purchasers and health care consumers more fully realize the benefits of the linkage between quality, accountability and cost containment. The 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 NJHCQI was designated as the lead agency in New Jersey for the national Leapfrog Group effort in April 2002. For more information please visit www.njhcqi.org.



New Jersey State League of Municipalities

The League is a voluntary association to help communities access information and resources in order to facilitate self-government. Its members host an annual conference where municipal officials, community leaders, and vendors can connect. The MWC could not have been undertaken without the wisdom and support of Bill Dressel, Executive Director of the New Jersey League of Municipalities, who was an early advocate for bringing resources directly to communities.



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Mayors Wellness Campaign

Our Mission

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.

