



## NEW JERSEY NATIVE AND RUTGERS GRADUATE EMILY LITTMAN SELECTED TO LEAD MAYORS WELLNESS CAMPAIGN

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**Trenton** – The New Jersey Health Care Quality Institute (NJHCQI) today announced that it has selected New Jersey native Emily Littman, a Rutgers University graduate and NJHCQI researcher, to lead its Mayors Wellness Campaign (MWC). More than half of New Jersey mayors have pledged their support to the MWC, extending the active living and healthy lifestyle effort to every county in the state.

“We are pleased to be able to promote Emily into the important role of Director of the Mayors Wellness Campaign,” said David Knowlton, President and CEO of the New Jersey Health Care Quality Institute. “Her work with the MWC over the past several months has been outstanding and we are excited about the new energy and renewed vigor she will bring to this statewide wellness initiative.”

A Manalapan resident, Emily Littman is a 2008 graduate of Rutgers, The State University of New Jersey, where she earned a B.A. degree in Political Science. For the past two years, Ms. Littman has worked as first an intern and then Director of Research and Programs at the New Jersey Health Care Quality Institute. Ms. Littman is a fitness advocate who was a member of the Rutgers women’s rugby team.

“I am thrilled to have been given this opportunity,” said Ms. Littman. “I look forward to working with our partner – the New Jersey State League of Municipalities – to expand the program to even more communities and to work with our existing towns.”

Ms. Littman replaces former MWC Director Judy Doyle, who served in that capacity for two and one-half years.

“Judy’s efforts on behalf of the Mayors Wellness Campaign were phenomenal,” said Knowlton. “She took the program from 180 participating mayors to more than 250 and was integral to our success. We wish her well in her future endeavors.”

The NJHCQI also announced that Catherine Purnell has been hired as an Associate to the Mayors Wellness Campaign. Ms. Purnell, an emergency department nurse at Lutheran Medical Center in Brooklyn, New York, will assist in all MWC activities, programs and events.

The Mayors Wellness Campaign is an initiative of the New Jersey Health Care Quality Institute ([www.njhcqi.org](http://www.njhcqi.org)) in partnership with the New Jersey State League of Municipalities ([www.njslom.org](http://www.njslom.org)). The MWC supports mayors as champions of community health. The goal is to increase opportunities for New Jersey residents to participate in daily physical activity with a long-term goal of reducing health care costs secondary to obesity. Through public-private partnerships, the MWC provides structure and resources for healthy community initiatives. By encouraging mayors to play a leadership role in supporting local opportunities for active, healthy lifestyles, the intent of the MWC is to improve health and make New Jersey a national leader in community-based health interventions.

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“The League of Municipalities looks forward to working with the new Director of the Mayors Wellness Campaign to promote wellness across the state,” said William Dressel, Executive Director of the New Jersey State League of Municipalities.

More than 250 New Jersey mayors are active participants in the Mayors Wellness Campaign. In 2006, each of the 566 mayors in New Jersey’s municipalities were mailed the MWC “Toolbox,” a manual designed to guide them through the implementation of wellness programs in their communities. Broken down into four major sections – Youth in Motion; Employees in Motion; Seniors in Motion; and Communities in Motion – the Toolbox outlines programs that can be directly used in every community in New Jersey. The Toolbox can also be found on the Mayors Wellness Campaign website at [www.mayorswellnesscampaign.org](http://www.mayorswellnesscampaign.org).