



Mayors Wellness Campaign
Put your community in motion.

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Welcome to the Mayors Wellness Campaign

Now that your mayor has committed your municipality to participate in the Mayors Wellness Campaign there are two steps to be completed. The first is to catalog each community's existing events, programs and components of the built environment on the website. Each municipality will have an individual page of information and programs on the MWC Website that will be protected by the ID and Password so that you control the content. To provide a baseline for your municipality, please complete the Community Profile below. You may need community colleagues such as the schools, senior center or YMCA to participate in finishing this baseline profile. Some communities are planning to put the survey out on Survey Monkey for completion and will then cumulatively submit electronically. It can be downloaded from the website under resources.

Although providing resources and information to New Jersey's municipalities is the MWC's principle goal, overtime you will be able to communicate with more consumers. They will be using this site to gain information on activities and wellness programs. The MWC website has a county-specific map allowing consumers to first see if their community had committed to participating in the MWC and secondly when they click on a community's name they will be able to see existing programs. In the future, the contact person will be able to post event and program information to the site, serving as effective advertising.

The second step will be to create collaborative groups of municipalities working on the same projects to share learnings and gain from others' experiences. We will be encouraging all new programs to include an evaluation component to measure the effectiveness. The contact person for each municipality will be the point person for all correspondence and offers to participate in the collaboratives. If you are starting any new programs that you would like to include as your municipality's commitment to your Mayor's Wellness Program, please include on the page below and indicate your evaluation strategy.

Municipal Name:

Primary Zip Code:

Municipal Contact person:

Telephone:

Email:

The deadline for submitting the community profile is February 1st, 2007. Completing this profile is the first step in making your municipality eligible for the MWC annual award and grant. Thank you very much for taking the time to complete this profile and contribute to New Jersey's profile of programs to combat obesity by increasing activity. I can be reached at 609-393-4931 with any questions. Please fax the profiles back to 609-393-8212 or email to amcdonald@njhcqi.org

With appreciation,
Ann McDonald

Please check the boxes for any programs that you have had in place during the last 3yrs prior to the Mayors Wellness Campaign? The boxes on the same line describe the sponsors of each program, as there may be more than one in each community. We ask that you tell us about planned programs or events held in your community in addition to the list provided. Feel free to email to amcdonald@njhcqi.org

Activity Programs for Kids with Disabilities

Special Olympics Young Athletes (2-8): Municipality YMCA Private
 Special Olympics Older Children (9-18): Municipality YMCA Private
 Miracle Leagues (Baseball or Other) Municipality YMCA Private
 Others: _____

Safe Routes to School

Safe Routes to School Elementary School Middle School High School
 Walking School Bus Elementary Schools _____ Bicycle
 Rodeo Municipality County Private
 Traffic Calming Devices Adjacent to Schools Describe _____

Curriculum Based Programs for Activity and Nutrition

CATCH™	<input type="checkbox"/> Grades 1-3	<input type="checkbox"/> Grades 4-6	<input type="checkbox"/> Grades 7-9	<input type="checkbox"/> Grades 10-12	<input type="checkbox"/> Non-school
SPARK™	<input type="checkbox"/> Grades 1-3	<input type="checkbox"/> Grades 4-6	<input type="checkbox"/> Grades 7-9	<input type="checkbox"/> Grades 10-12	<input type="checkbox"/> Non-school
Planet Health™	<input type="checkbox"/> Grades 1-3	<input type="checkbox"/> Grades 4-6	<input type="checkbox"/> Grades 7-9	<input type="checkbox"/> Grades 10-12	<input type="checkbox"/> Non-school
Project FAB™	<input type="checkbox"/> Grades 1-3	<input type="checkbox"/> Grades 4-6	<input type="checkbox"/> Grades 7-9	<input type="checkbox"/> Grades 10-12	<input type="checkbox"/> Non-school
Pathways™	<input type="checkbox"/> Grades 1-3	<input type="checkbox"/> Grades 4-6	<input type="checkbox"/> Grades 7-9	<input type="checkbox"/> Grades 10-12	<input type="checkbox"/> Non-school
Active Winners™	<input type="checkbox"/> Grades 1-3	<input type="checkbox"/> Grades 4-6	<input type="checkbox"/> Grades 7-9	<input type="checkbox"/> Grades 10-12	<input type="checkbox"/> Non-school
SHAPE™	<input type="checkbox"/> Grades 1-3	<input type="checkbox"/> Grades 4-6	<input type="checkbox"/> Grades 7-9	<input type="checkbox"/> Grades 10-12	<input type="checkbox"/> Non-school
CV Health™	<input type="checkbox"/> Grades 1-3	<input type="checkbox"/> Grades 4-6	<input type="checkbox"/> Grades 7-9	<input type="checkbox"/> Grades 10-12	<input type="checkbox"/> Non-school

Frequency of Physical Education in School (days per week)

Primary School (K – 2) _____ First Qtr. _____ Second Qtr. _____ Third Qtr. _____ Fourth Qtr.
 Daily Recess Yes No Duration _____
 Elementary School (3 – 5) _____ First Qtr. _____ Second Qtr. _____ Third Qtr. _____ Fourth Qtr.
 Daily Recess Yes No Duration _____
 Middle School (6 – 8) _____ First Qtr. _____ Second Qtr. _____ Third Qtr. _____ Fourth Qtr.
 High School (9-12) _____ First Qtr. _____ Second Qtr. _____ Third Qtr. _____ Fourth Qtr.

Community Programs

Medical Community Approaches

Shapedown™ Municipality YMCA Faith-based Private
 Trim Kids™ Municipality YMCA Faith-based Private
 Well Kids™ Municipality YMCA Faith-based Private
 Health Works!™ Municipality YMCA Faith-based Private
 Other: _____

Media and Advertising Campaigns

Generation Fit Municipality YMCA Faith-based Private
 Safe Kids NJ Municipality YMCA Faith-based Private
 Verb: It What You Do Municipality YMCA Faith-based Private
 Other: _____

Outside of School Programs

- PHAT Municipality YMCA Faith-based Private
- GEMS Municipality YMCA Faith-based Private
- Girls On the Run Municipality YMCA Faith-based Private
- Student Running Club Municipality YMCA Faith-based Private
- Student Biking Clubs Municipality YMCA Faith-based Private
- Student Hiking Clubs Municipality YMCA Faith-based Private

Other: _____

Employer Based Programs: Name Involved Employers _____

- Mayoral Letter to Employers with Program Summary Yes No
- Walk to Work Activities _____
- Wellness at Work Program _____
- Exercise Facilities at the Employer Site _____
- Biking Facilities at Work _____
- Shower Facilities at Work _____
- Intracompany Competitions _____
- Walking Paths on Campus _____
- Financial Incentives for Walking or Biking to Work _____

Senior Programs

- Mayoral Letter to Seniors Yes No
- Senior Exercise Classes Municipality YMCA Faith-based Private
- Senior Yoga or Dance Municipality YMCA Faith-based Private
- Senior Exercise Facilities Municipality YMCA Faith-based Private
- Senior Aquatic Program Municipality YMCA Faith-based Private
- Senior Dance Programs Municipality YMCA Faith-based Private
- Senior Walking Clubs Municipality YMCA Faith-based Private
- Frequency _____
- 12 Schedule Summer only Other: _____
- Your Heart, Your Life™ Municipality YMCA Faith-based Private
- Healthy Bones Municipality YMCA Faith-based Private
- Senior Centers in Your Municipality _____

Community-Based Programs

- Traffic Calming Devices Municipality Where _____
- What _____
- Street-scape Improvements (Sidewalks or Benches) What: _____
- Trails, Bike - Ped, or Open Space Master Plans (circle one that applies)
- Walkability or Bikeability Audit Yes No
- Area of Focus: Seniors Schools Shopping Area
- Walking Clubs Municipality YMCA Faith-based Private
- Walking Maps Yes No
- How is it distributed? _____
- Map Signs Yes No
- Path Markers Yes No
- Bike Paths Yes No
- Biking Clubs Municipality YMCA Faith-based Private

Bike Facilities at Transit Stations Yes No
Hiking Clubs Municipality YMCA Faith-based Private
Community Challenge Activities Yes No
Walking Town Meetings with Elected Officials Yes No
Media Educational Campaigns Yes No

Single Events (Community/Fund Raising Walks or Runs) # _____
Take Back the Streets Walks _____

School Pools Open to the Public Yes No
School Gyms Open to the Public Yes No
Area of Parks (Square miles) _____
% of Blocks with Sidewalks _____
of Public Pools _____

If you have programs that have been effectively implemented with outcomes measured and that you would recommend others replicate, please contact the Mayors Wellness Campaign and we will review the process for submitting them for review. If approved they can then be posted on the website.

New Program Name:

Applicable Strategy Area (Youth, Senior, Employee, Community)

Programs Measurable Goals:

Current Program Outcomes:

Contact Name:

Contact Full Address:

Contact Phone:

Contact Email:

Please fax this form with your comments to Ann McDonald 609-393-8212.