



Mayors Wellness Campaign

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PRINCETON MAYOR'S WELLNESS CAMPAIGN

Healthy Princeton/Healthy Community

Status Report

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Borough Councilwoman Heather Howard and Mayor Yina Moore approached me about participating in the Mayors Wellness Campaign in March. On April 24th, Borough Council approved the resolution to adopt the Mayors Wellness Campaign. In June, I met with our Health Educator, Suzanne Rose to discuss the Mayor's Wellness Campaign. We talked about possible programs in conjunction with the Princeton Senior Resource Center, Recreation and other agencies.

The Township Committee also passed a resolution for the Mayors Wellness Campaign on June 25th. Although we started with the Borough first, the inclusion of the Township was key in establishing a joint effort for this campaign as we approach the merger of the two Princeton's. The Health Commission was also very supportive unifying the Mayors Wellness Campaign under a one Princeton philosophy. The overall goal of the campaign is to partner with established wellness programs and to implement new programs that will improve the health of the community and obtaining healthy cities designation.

Mayor Moore and I met on several occasions since the approval of the program by Council to outline potential sponsorships or activities that would be most fitting to the Princeton community. The ideas we initially discussed included exercise programs, such as walking and biking; health food and healthy meal planning; anti-obesity training; local restaurant menu options; senior, youth or school, and employee wellness programs; and discount incentive programs.

Mayor Moore is interested in promoting the Let's Move program- initiated by the First Lady Michelle Obama, the Shaping NJ program, and coordinating with suitable Sustainable Princeton initiatives.

On July 13, Mayor Moore and I met with Melissa Kostinas, Director of the Mayors Wellness Campaign. She stated that 344 towns have signed up for the MWC. Ms. Kostinas said that we could accept volunteers. Volunteers are crucial for getting the programs planned and implemented. Possible volunteers included the Council, schools, athletic centers, YMCA, senior citizens, etc. She recommended forming partnerships with like-minded agencies such as the YMCA, Princeton Recreation Department, Princeton Senior Resource Center, businesses, Houses of Worship, etc. To date we have one volunteer, Ms. Gail Olivia Everett, but many interested participants.

On July 18th, Mayor Moore and I met with Rick Weiss, who operates and manages Princeton Living Well. Princeton Living Well (PLW) is a multifaceted healthy lifestyle program designed to promote diabetes prevention, weight control, and general wellness throughout the entire Princeton community. PLW provides a way for members of the community to come together to form a supporting network, encouraging individuals to increase their physical activity, manage their weight, and develop and maintain healthier lifestyles. We discussed possible partnership and planning. He stated that he is currently looking for someone to take over the management of the Princeton Living Well website, the content of which is directed towards providing the public information and access to health and wellness tools. Further details on the transitioning of their

website are still under discussion. As a footnote, Mayor Moore has requested the approval of the appointment of Mr. Weiss to the Health Commission.

In July, I reached out to the Superintendent Judy Wilson about their sponsorship of the Mayors Wellness Campaign. We will be following up with further discussions.

On August 1st, Intern Betty Tran and I met with Gail Everett of Olivia's Wellness Connection. Ms. Everett is our first volunteer and she is willing to partner with us and provide programming. The Early Evening Walking program. The flyer for the program was approved by Gail and the Mayor Moore. The days for the Evening Walks are now Wednesday's and Thursday's.

After helping to kick-off the HiTOPS Half Marathon event in the spring, Mayor Moore felt that this event would be important to support. In August, Intern Sasha Anglin help construct a flyer to be used as an advertisement on our municipal websites, local newspapers, and the Library. For the work we did on the flyer, advertising for the marathon, and helping to solicit volunteers needed for the day of the event, HiTOPS has given the Mayor's Wellness Program a free \$500 silver sponsorship for the Half-Marathon sponsor page.

During the month of August, I met with Ms. Kelly Ryan, Director of the Women, Infants and Children's program for The Children's Home Society of New Jersey. We worked together to modify their flyer to include the incorporation of the Mayors Wellness Campaign. The monthly meetings of Hepatitis Support Group, hosted by Ms. JoAnn Hill and sponsored by the Health Commission will also be added to the Mayors Wellness Campaign.

By the end of August, the Recreation Director Ben Stentz has added the Mayors Wellness Campaign logo to their Recreation Department website. By adding the logo, we are supporting all of the programs offered by the Recreation Department, including the new healthy food options at the pool's new concession stand. In addition, Interns Betty Tran and Sasha Anglin compiled appropriate contact information for the Princeton YMCA and other organizations so that we could contact them about the Mayors Wellness Campaign.

Mayor Moore is particularly interested in launching a local effort to help advertise for bone marrow donors as part of the Mayor's Wellness Campaign. Last year, the Mayor went through a 4-month series of tests and ultimately was deemed a direct match to serve as a bone marrow donor for her brother at Robert Wood Johnson. She completed the 3 day process of extraction of her blood's stem cells during a very hectic time in her life. She was motivated to promote an unmet need for bone marrow by recent accounts made by ABC News medical consultant and PHS graduate, Dr. Rich Besser. We are looking to RWJ, University Medical Center of Princeton @ Plainsboro, other hospitals and organizations, as well as ABC to help coordinate a local effort to increase the supply of bone marrow.

Director Kotinas of the Mayors Wellness Campaign encourages creative development of programs that address community needs and utilizes a vast array of local resources. She stated that she would be very interested on the progress of the bone marrow donation effort.