

Creating Age-Friendly Communities with the Mayors Wellness Campaign



Overview

- Quick overview of MWC
- Where it overlaps with age-friendly work
- What this looks like in practice
- Time to reflect on your own work



Where are you starting from?

- New to MWC?
- Somewhat familiar
- Already Engaged



About the Quality Institute

Mission

Improving the safety, quality, and affordability of health care for everyone.

Vision

A world where all people receive safe, equitable, and affordable health care and live their healthiest lives.

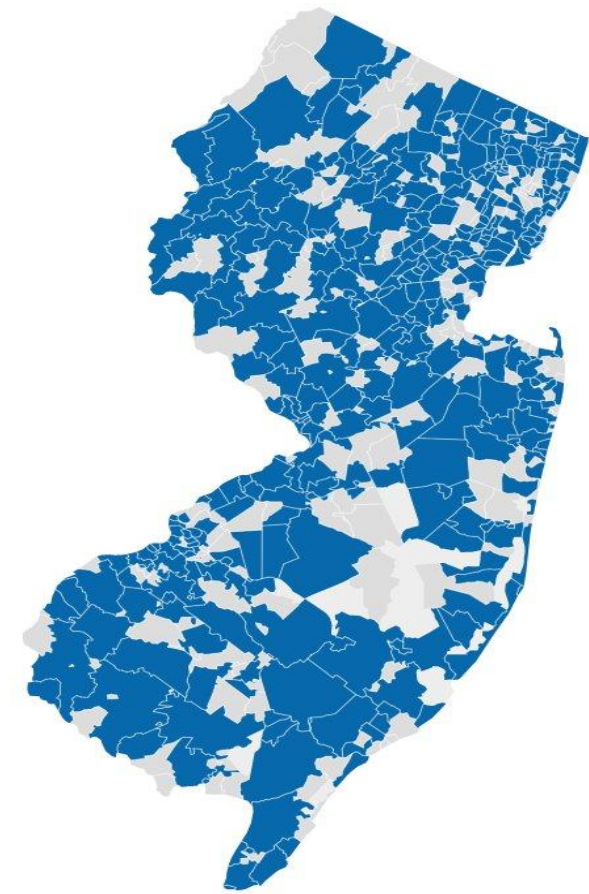
Values

To support healthy communities and individuals, the Quality Institute believes that health care should be:

- Safe and of high quality;
- Accessible and affordable;
- Equitable, respecting individual dignity; and,
- Transparent to promote accountability and quality improvement.

What is the Mayors Wellness Campaign (MWC)?

- 400+ communities
- Statewide community health initiative
- Provides
 - Evidence-based tools and strategies
 - Program Ideas
 - Technical Assistance
- Supports communities to be healthier places to live, work, age, and play



Why Talk About MWC in an Age-Friendly Space



OVERLAPPING GOALS



SIMILAR COMMUNITY
ISSUES



SHARED PARTNERS
AND STAKEHOLDERS

What Age-Friendly Work Focuses On

Social
connection

Transportation
and mobility

Food access

Safe,
accessible
environments

Communication
and inclusion

What does MWC add to my work?



- **MWC and Age-Friendly Are Addressing the Same Issues**

- Isolation and loneliness
- Access to services
- Built environment
- Health behaviors
- Equity

How MWC Can Support This Work



Structure for organizing efforts



Connection to partners



Access to tools and resources



Visibility at the municipal level

MWC Tools & Supports

- MWC Handbook
- Social Isolation Toolkit
- Conversation of Your Life
- MWC Community Hub
- Event Planning and Marketing support
- Webinar Recordings on various topics
- Statewide Partners



How MWC Work Actually Happens



IDENTIFY
COMMUNITY
NEEDS



SET PRIORITIES
AND GOALS



PLAN PROGRAMS
WITH PARTNERS



IMPLEMENT AND
ADJUST



EVALUATE AND
BUILD OVER TIME

Start with What you Already Know

Identify
Community
Needs

What issues
are already
coming up
locally?

What are
residents
asking for?

What gaps are
you seeing?

- For who?
- What aren't you seeing?



Set Goals That Make Sense Locally



START WITH 1–2
FOCUS AREAS



BE REALISTIC ABOUT
CAPACITY



BUILD FROM
EXISTING EFFORTS

Work with Who You Already Have



- **Build Around Partnerships**
 - Municipal departments
 - Community-based organizations
 - Libraries, senior centers, health systems
 - Volunteers
 - Residents
 - **Invite new partners who aren't already at the table**

Programs & Systems Changes

Use What Exists, Adapt as Needed

- Toolkits and program ideas
- Local adaptations
- Low-cost, practical approaches

Start small, but build into Systems Changes

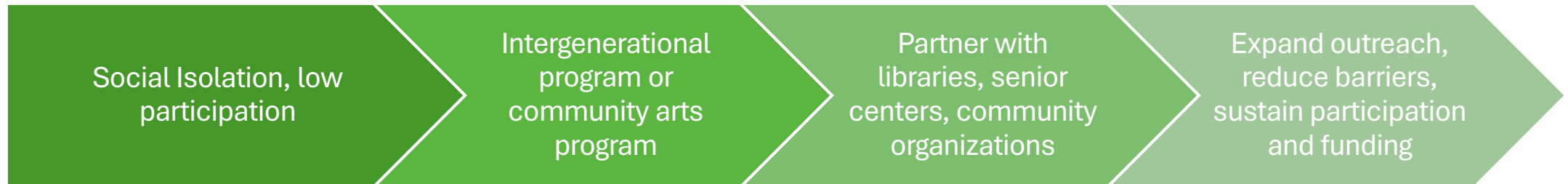
- Policies and planning decisions
- Changes to the built environment
- Coordination across departments and partners

The MWC Framework is Flexible

**We have
seen
MWCs...**

- Be a workplace wellness program
- Address environmental health and policy changes
- Specifically focus on age-friendly initiatives
- Umbrella existing work and be a catch all for health and wellness in communities
- Start small and expand

What this Looks Like in Practice



What Is COYL?

- COYL, or Conversation of Your Life, is an initiative of the MWC that aims to **provide communities** throughout New Jersey with **resources, educational programs, and connections** to subject matter experts and speakers on how **ACP is an essential part of health and wellness**.
- We are empowering residents to:
 - Discuss
 - Document
 - Share their health care priorities



Thinking About Your Community...

- What part of this process are you already doing?
- What do you want to do that MWC might be able to help you with?



If You're Not Involved Yet...



- Connect with us at the Quality Institute!
- Get started with one issue
- Connect with local leadership
- Work with existing and new partners
- Build from something already happening (I.E. age-friendly priorities)

Thank You

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