

HEALTHY AGING -
MAYORS WELLNESS
CAMPAIGN

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PRINCETON: AN AGE-FRIENDLY COMMUNITY

- Designated a World Health Organization "age-friendly community" in 2014 – the first town in New Jersey to achieve this (and third in the nation)
- Highly active community non-profit known as "Center for Modern Aging Princeton" (CMAP)
 - Offers programming every day, including lectures, interactive activities, physical activities, and health and wellness events
 - Collaborates with municipality to administer the grant
- Formed "Age-Friendly 2.0 Task Force"



WHY "HEALTHY AGING" IN THE MWC?

- Ties into every aspect of the community
 - Engages not only older adults but also caretakers, adult children, and grandchildren
- Needs assessment through grant funding - identified gaps in health care service access for senior residents
- Built-in network of community providers
 - MWC serves as a way to bring them all under one umbrella

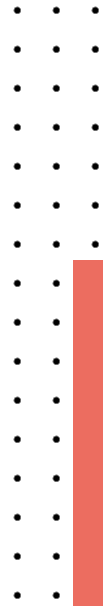


Municipality of Princeton
Mayors Wellness Campaign



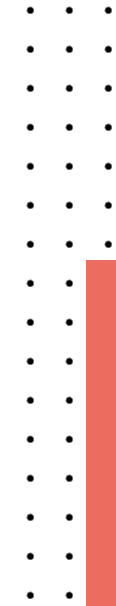
PLANNING GOALS

- Offer intergenerational, relevant programming
- Bridge gaps between organizations and encourage collaboration
- Leverage existing resources for a broader audience
- Increase awareness and access to healthy aging resources
- Offer various modes of delivery



TYPES OF PROGRAMS AND PARTNERS

- We strive to make our campaign well-rounded and reach as many groups as possible
- Categories
 - Health screenings and education
 - Fitness and movement-based activities
 - Educational workshops
 - Social and community events
- Partners
 - Princeton Public Library
 - Center for Modern Aging Princeton (CMAP)
 - Recreation Department
 - Police Department



PROGRAM ACTIVITIES

- Art Classes
 - Combating social isolation / discovering new creative outlets
- Technology Classes
 - Using a smartphone / smart watch to track fitness and wellness markers
- Exercise Classes
 - Promoting movement in accessible ways
- Walking Groups
 - Featuring hosts and discussion starters to get the brain thinking and body moving
- Book Talks / Movie Screenings and associated panels
 - Nonfiction book or movie discussions with relevant topics and associated commentary panels
- 1-on-1 Assistance with Medicare / Medicaid Enrollment
- Health Informational Sessions and Workshops
 - Ex: Understanding Arthritis, Accessing Social Services, "Know Your Numbers," etc.
- Crime Prevention / Safety Programs
- Vaccine Clinics
 - Offered at centralized locations and home visits for those who are homebound
- Nutrition Education
 - Sharing information and tools on eating healthy and where to access food assistance if needed
- Mental Health Initiatives



TAKEAWAYS

- Look towards existing age-friendly infrastructure and organizations
 - Ex: Nonprofits, local businesses, senior centers, library, senior living communities
- Incorporate the broader community - no need to be too "strict" with your themes and program planning
- Consistent programming to continue engagement for future campaigns
 - Taking ideas from previous campaigns (or other initiatives if this is your first) - what worked?

