

**Programs submitted through the application process with regard to Woodbridge Township's 2021 designation as a Healthy Town by the Mayor's Wellness Campaign:**

In June of 2021, Woodbridge Township announced the grand-opening brand new Woodbridge Township Free Bikeshare Program. Three stations were installed throughout our Township with a total of 20 bikes that residents and visitors can rent for free. They were installed in three parks: Ferry Street Park (Sewaren), Tanzman Park (Woodbridge Proper), and E. William Street (Fords). The goal of this program was to give residents an opportunity to participate in free and accessible physical exercise outside. Partners sponsoring this project are Sustainable Jersey, Bayshore Recycling, Greenable Woodbridge. Residents aged 18 and up are encouraged to use these bikes to travel to work or go for a recreational ride. It is free for users, but they have to download an app and enter a credit card number. Attendance is monitored through an online portal from the company. The Mayor's Wellness Committee tracked the success of the program through the Movatic App (designed by the bikeshare company) and saw in the first 5 months of the program 900 users, 3,500 rentals, and a total of 423,000 rental minutes. They also looked at comments left on social media as well as the apps internal feedback section. The social determinants this program addresses is a mix of Social Cohesion and Environmental Conditions (attempting to reduce carbon emissions by providing an alternate transportation method).

In September 2021, Woodbridge Township hosted their annual Crossroads of New Jersey 5K. This race takes place at Alvin P. Williams Memorial Park in Sewaren, New Jersey. The main health goal for this event is to get our residents up and moving, especially since during the pandemic residents were unable to participate in many previously scheduled activities. Social determinants addressed during this event are social and community context and health care. This event allows residents to get in a good workout while safely bringing the community together and encouraging social cohesion and civic participation. The target population for this event is not only residents of Woodbridge, but anyone who is looking to participate. The cost of the race is \$25, which includes your race bib and a t-shirt. The race bib is especially important because it tracks the runners time and assists with the staggered start times to help the organizers to get accurate results while also adhering to all social distancing protocols. The bib is also how we were able to track and evaluate the success of this program. This race only had 60 participants as the Mayor's Wellness Committee found out there was a competing race down the shore and so the committee will look to move this annual race to a different weekend.

In July 2021, Woodbridge Township hosted their 4 Mile & Pizza Extravaganza. This race takes place at Alvin P. Williams Memorial Park in Sewaren, New Jersey. The main health goal for this event is to get our residents up and moving, especially since during the pandemic residents were unable to participate in many previously scheduled activities. Social determinants addressed during this event are social and community context and health care. This event allows residents to get in a good workout while safely bringing the community together and encouraging social cohesion and civic participation. The target population for this event is not only residents of Woodbridge, but anyone who is looking to participate, although this year due to COVID-19 restrictions we had to limit the race to only 150 people. The cost of the race is \$25, which includes your race bib and a t-shirt. The race bib is especially important because it tracks the runners time and assists with the staggered start times to help the organizers to get accurate results while also adhering to all social distancing protocols. The bib is also how we were able to track and evaluate the success of this program.

In September 2021, Woodbridge Township hosted Tour de' Woodbridge. This is a 15 or 30 mile circuit raced by 150 riders. The event began at the Woodbridge Community Center and went all throughout our ten towns. The main health goal for this event is to get our residents up and moving, especially since

during the pandemic residents were unable to participate in many previously scheduled activities. Social determinants addressed during this event are social and community context and health care. This event allows residents to get in a good workout while safely bringing the community together and encouraging social cohesion and civic participation. The target population for this event is not only residents of Woodbridge, but anyone who is looking to participate. The cost to participate in this event was \$25. The attendance of this event is monitored and evaluated by the amount of people that sign in and finish the race.

Since 2007, Woodbridge Township's Chief of Staff hosts a "Virtual Seniorcize" which plays on YouTube. In 2021, we posted 13 videos containing a 30 minute workout aimed towards senior citizens. The main health goal for this event is to get our residents up and moving, especially since during the pandemic residents were unable to participate in many previously scheduled activities. Senior citizens have been impacted even more so because they are put at a higher risk due to their age so we wanted to give them as many activities as possible to do safely from homes. The main social detriment addressed during this event was health care. This event allows residents to get in a good workout while safely from the comfort of their own home. Our target audience was anyone who wanted to participate, although the intensity of the workout was specifically designed for senior citizens. There is no cost to view these videos and we are able to monitor and evaluate the event by checking the views on all of our videos. The average video gets about 100 views on YouTube, but they are also streamed on our local Comcast Channel 35.

Throughout the months of January and February, Woodbridge Township encouraged all residents and businesses to participate in the "214" challenge and try and either raise 214 pounds of canned goods or \$214 before February 14th. This initiative came about because of the lack of food donations that are historically received after the major holidays. We noticed that our own food pantries also began to look barren once February came around, so we created the Have-A-Heart 214 Challenge to help combat this. Additionally, in the summer months, the Mayor's Summer Concert Series kicks off with 52 nights of live music. Price of admission is a donation of a non-perishable food item to be donated to the food pantries. The health goal of this is to provide to our residents that are unable to purchase their own food for themselves and/or their families. The social determinants that are addressed through this event are economic stability, neighborhood and built environment and social and community context. This event brings the whole Township together to help members of our community that need it. Raising all of this food and money helps alleviate food insecurity and helps our residents have access to foods that support healthy eating patterns. Since all of the food is donated, there is obviously no cost for the recipients of the donations. We have multiple locations in our Township that have drop-off boxes for donations. Some of these locations include the Woodbridge Community Center, Woodbridge Town Hall, The Club at Woodbridge and the Woodbridge Main Library. We monitor attendance of this event by the amount of food and money that is collected. In 2021, Have-a-Heart efforts raised \$90,291 and 31,250lbs of food, and the summer concerts brought in an additional 60,000lbs of food for the pantries.

In August of 2020, Woodbridge Township hosted their third annual Keasbey Back to School Block Party. This was so successful that the Mayor's Wellness Committee added three backpack drives in 2021 to include underserved areas in Keasbey, Hopelawn, and an area in Woodbridge Proper with a high percentage of title I students. Additionally, at the Keasbey backpack drive, our Health Department took their show on the road and provided a mobile vaccine clinic to those who wanted to get the vaccination. Prior to the event, MWC members collected school supplies to donate to these drives, where the average household income is low. The health goal for this event is to increase students' mental health. Not only does this event present children with school supplies, it is also a community gathering

consisting of free food and free entertainment. A student who is well prepared for class will succeed and no child should have to worry about where their supplies are going to come from. The social determinants of health that was addressed at this event were education, social and community context and neighborhood and built environment. We were able to bring the community together while providing children with the necessary supplies to succeed in their education. The cost to students receiving the supplies was free. This was a total community effort and partners include Staples, Woodmont Properties, Keasbey & Hopelawn fire departments, Township Officials, Board of Education Officials, private residents, the Woodbridge Police Department, the Recreation Department, and so many others. The Mayor's Wellness Committee gave away 500 backpacks with school supplies stuffed inside them.

In late November the 2nd Annual Light Parade Kicked off with the Health Department Staff as the Grand Marshall for all their hard work during the pandemic. This parade has become a highlight of the year for many of our residents and members of the mayor's Wellness Committee assist in the planning and implementation of the parade. Many traditional holiday activities continued to get canceled because of COVID-19, so the Wellness Committee and Township leaders decided to bring back the parade to spread some holiday cheer. The social determinants of health that were addressed during these events were social and community context. There was a huge sense of social cohesion during these parades as the community came together. The parades were free to attend for all, the location was dependent of the streets listed on the route that went through all ten towns. We were able to monitor and evaluate the success and attendance of the event by the amount of people that showed up. For each parade, we had around 500 people consistently viewing our live stream and thousands of residents standing outside their homes waiting for the motorcade to drive past.

### **The MWC:**

The Woodbridge Mayor's Wellness Committee continues to evolve every year. The Committee re-focused their organization and to align with the goals of the health partners the committee works with such as Healthier Middlesex as well as to help better address the needs of our community as outlined with our local hospital's Community Health Improvement Plan (CHIP). The committee is comprised of 36 stakeholders from the healthcare field, food services, government, local business, education, fitness, and residents from all over the Township. Under the direction of Chairman Ficarra, the committee established three workgroups plus the executive planning committee. The three new workgroups are Events/Communications, Media/TV35, and Access to Healthcare. The three groups allow the sub-committees to work collectively but also independently to focus energy on their sub-committee's goals and the overarching Wellness Committee's goals. The entire committee meets quarterly, but the sub-committees and executive committee meet more frequently.