



From: NJLM - Municipal Clerks [mailto:njlm-clerks@cityconnections.com]
Sent: Wednesday, January 14, 2009 12:11 PM
To: Lashway, Lisa
Subject: Municipal Clerks from NJLM

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LEAGUE ALERT

Municipal Clerk: Please forward to Mayor and Governing Body.

January 14, 2009

**Re: Join The Mayors Wellness Campaign
TODAY!**

Dear Mayor:

I want to welcome those of you who recently took the oath of office to lead your communities. This coming year is shaping up to be a difficult one for local leaders in our state – the challenges are many and the resources are few. That is why I want to let you know about one program which can accomplish so much good for your community with little or no public funds.

This year marks the start of the fourth year that the New Jersey League of Municipalities has joined with the New Jersey Health Care Quality Institute in an innovative effort to fight obesity, particularly childhood obesity, in our state. Known as the “Mayors Wellness Campaign” (MWC), the effort supports mayors as champions of community health. In just the three short years since our launch, more than half of our state’s municipalities have joined the Mayors Wellness Campaign effort. Recently we learned that the State of Tennessee has adopted our very own program and has started a Mayors Wellness Campaign there.

If you have not already pledged your support to the Mayors Wellness Campaign, I am urging you to do so today.

The goal of the MWC is to increase opportunities for New Jersey residents to

participate in daily physical activity with a long-term goal of reducing health care costs secondary to obesity. Through public-private partnerships, the MWC provides structure and resources for healthy community initiatives. By encouraging mayors to play a leadership role in supporting local opportunities for active, healthy lifestyles, the intent of the MWC is to improve health and make New Jersey a national leader in community-based health interventions.

New Jersey is truly becoming a leader in the promotion and advocacy of community wellness through active living and healthy lifestyles. In fact, I am encouraged more and more each day that we will meet our goal of reducing obesity in our state by 5% by the end of next year. But we will not be able to do so without your help.

We need more of you to come on board. I need your help to gain the official support of your town for this worthy endeavor by passing a resolution, signing a proclamation, or going online to www.mayorswellnesscampaign.org and agreeing to the "Online Pledge." It's easy. At the bottom of the MWC homepage is a link which says "Sign Your Pledge Here." Simply provide the contact information as instructed and you will be an official member of the Mayors Wellness Campaign. It is important that you provide the MWC with the name of a contact person in your office so that they can keep you updated on new programs and activities. You can find a copy of a sample resolution and proclamation by going to our website www.njslom.org.

I hope you will take the time to go on line right now and take the MWC pledge!

Very truly yours,

William G. Dressel, Jr.
Executive Director

NJLM
222 West State Street
Trenton, NJ 08608