Mayor Chuck Cahn

Cherry Hill, New Jersey

www.cherryhill-nj.com

Cherry Hill Mayor's Wellness Campaign

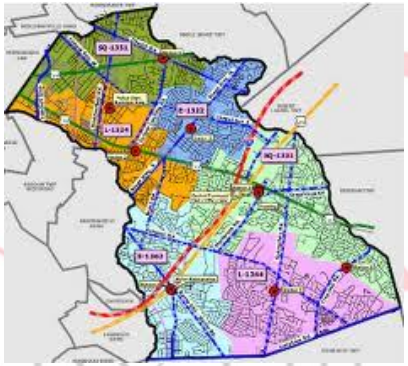
GOALS:

- *To improve the health and wellness of our residents, businesses employees and environment by creating an atmosphere of active living and healthy lifestyle*
- To provide nutritional and recreational opportunities within the community
- To help our residents and employees get in shape and enjoy all our community has to offer

Cherry Hill Mayor's Wellness Campaign

Township Demographics

- Residents: 72,000; School Children: 11,000
- Households: 26,000
- 14th Largest Town in NJ
  - 26 Sq. Miles
- 28 Individual Neighborhoods
- Diverse Community
  - 54 Houses of Worship, Over 40 languages
- Cherry Hill was named among the 'Best Places to Live' in the U.S. by *Money* Magazine
  - Ranked 8th safest place to live in the U.S.
- Ratable Base: >$7.4 Billion (100% FMV)
  - Over 30% from Commercial



Cherry Hill Mayor's Wellness Campaign

Wellness Committee

- Chairperson- Stephanie Cahn
- 4 Reps. From Wellness Partners
- 2 Reps. Business Council
- 2 Reps. Citizen Council
- Staff: Mayor's Executive Assistant
- Quarterly Meetings

Cherry Hill Mayor's Wellness Campaign

THE WELLNESS TABLE

- Information on Township Events
- Residents take the pledge
- Enter drawings to win free prices:

Gym Memberships, Restaurant Gift Certificates, Free Yoga Classes

Cherry Hill Mayor's Wellness Campaign

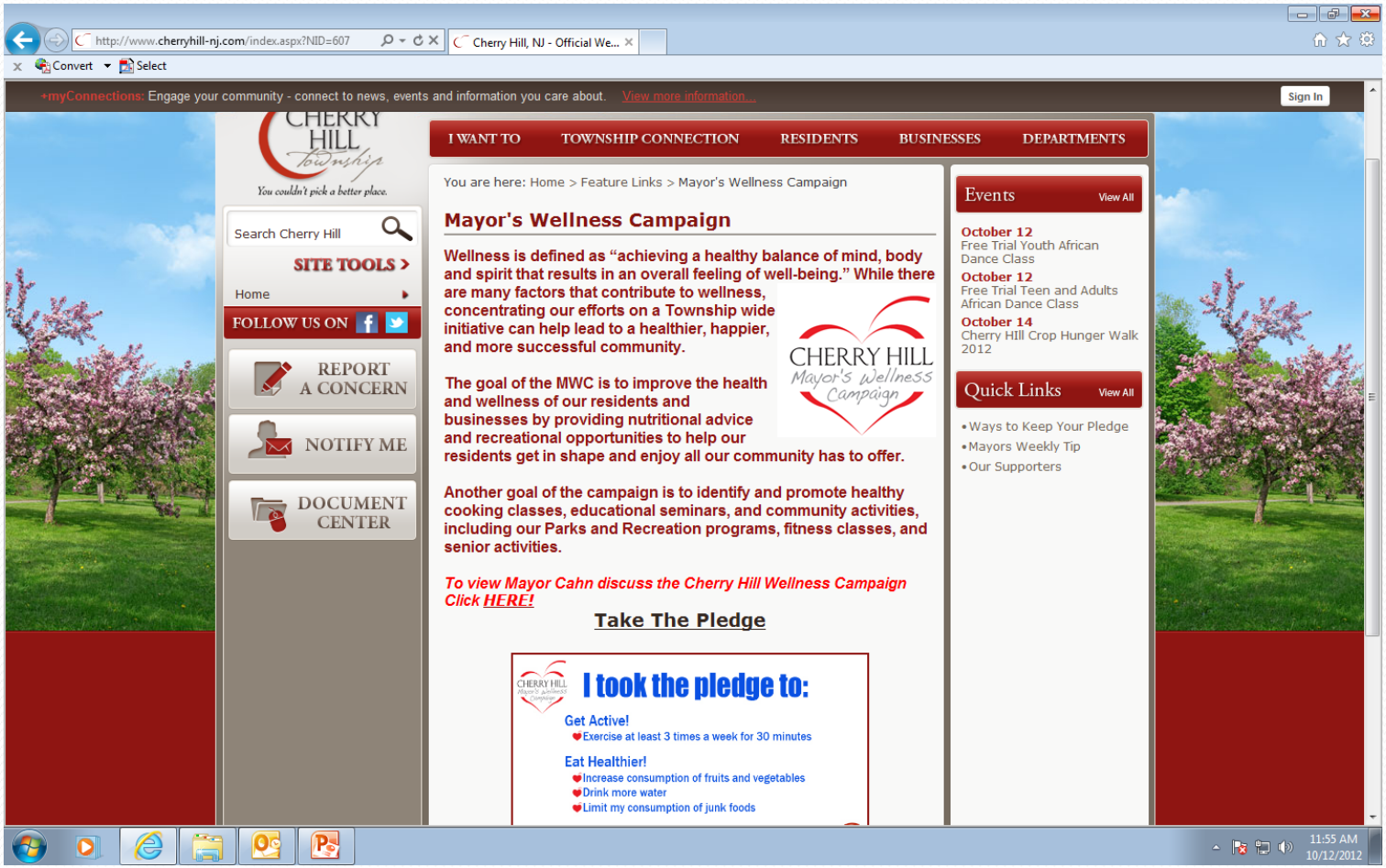
THE WELLNESS PLEDGE

Residents and Local Business Employees

are asked to take the pledge

Cherry Hill Mayor's Wellness Campaign

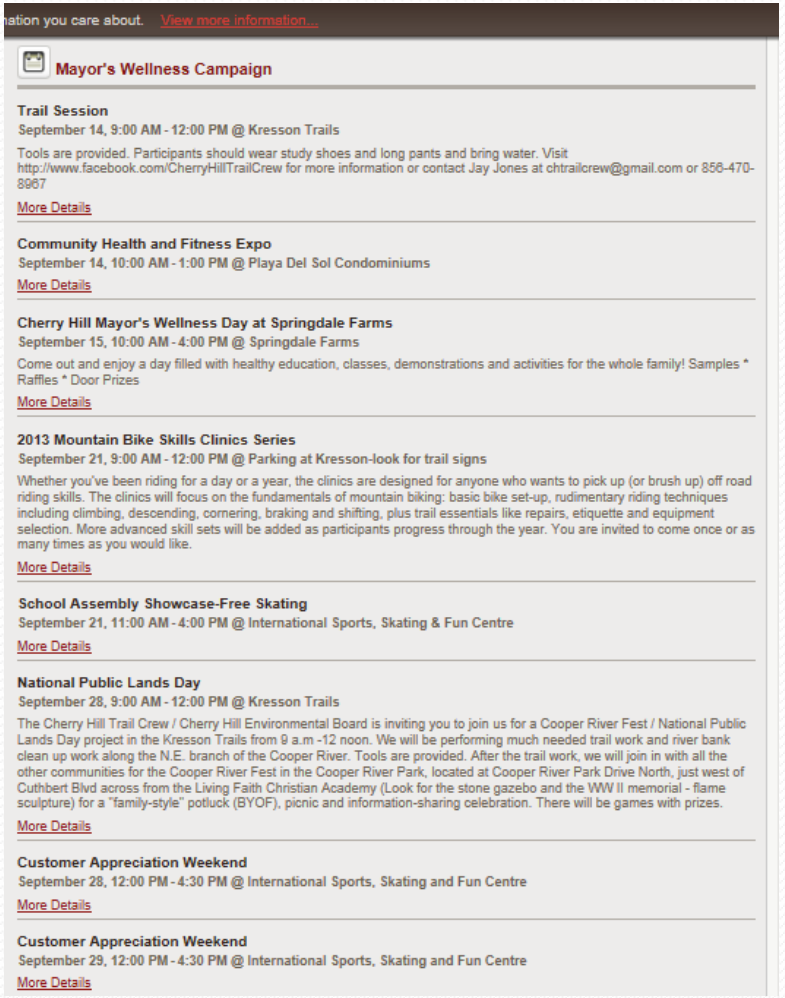
THE WELLNESS WEBSITE



Cherry Hill Mayor's Wellness Campaign

THE WELLNESS CALENDAR

- Community wide health & wellness events are posted on Website Calendar
- An email is sent to all who took the pledge
- Events are posted on Social Media
  - Twitter and Facebook
- Schedule of classes and availability link directly to partner's websites



nation you care about. View more information...

Mayor's Wellness Campaign

Trail Session
September 14, 9:00 AM - 12:00 PM @ Kresson Trails
Tools are provided. Participants should wear study shoes and long pants and bring water. Visit http://www.facebook.com/CherryHillTrailCrew for more information or contact Jay Jones at chtrailcrew@gmail.com or 856-470-8967
More Details

Community Health and Fitness Expo
September 14, 10:00 AM - 1:00 PM @ Playa Del Sol Condominiums
More Details

Cherry Hill Mayor's Wellness Day at Springdale Farms
September 15, 10:00 AM - 4:00 PM @ Springdale Farms
Come out and enjoy a day filled with healthy education, classes, demonstrations and activities for the whole family! Samples * Raffles * Door Prizes
More Details

2013 Mountain Bike Skills Clinics Series
September 21, 9:00 AM - 12:00 PM @ Parking at Kresson-look for trail signs
Whether you've been riding for a day or a year, the clinics are designed for anyone who wants to pick up (or brush up) off road riding skills. The clinics will focus on the fundamentals of mountain biking: basic bike set-up, rudimentary riding techniques including climbing, descending, cornering, braking and shifting, plus trail essentials like repairs, etiquette and equipment selection. More advanced skill sets will be added as participants progress through the year. You are invited to come once or as many times as you would like.
More Details

School Assembly Showcase-Free Skating
September 21, 11:00 AM - 4:00 PM @ International Sports, Skating & Fun Centre
More Details

National Public Lands Day
September 28, 9:00 AM - 12:00 PM @ Kresson Trails
The Cherry Hill Trail Crew / Cherry Hill Environmental Board is inviting you to join us for a Cooper River Fest / National Public Lands Day project in the Kresson Trails from 9 a.m -12 noon. We will be performing much needed trail work and river bank clean up work along the N.E. branch of the Cooper River. Tools are provided. After the trail work, we will join in with all the other communities for the Cooper River Fest in the Cooper River Park, located at Cooper River Park Drive North, just west of Cuthbert Blvd across from the Living Faith Christian Academy (Look for the stone gazebo and the WW II memorial - flame sculpture) for a "family-style" potluck (BYOF), picnic and information-sharing celebration. There will be games with prizes.
More Details

Customer Appreciation Weekend
September 28, 12:00 PM - 4:30 PM @ International Sports, Skating and Fun Centre
More Details

Customer Appreciation Weekend
September 29, 12:00 PM - 4:30 PM @ International Sports, Skating and Fun Centre
More Details

Cherry Hill Mayor's Wellness Campaign

HOW PARTNERS GET INVOLVED

- Communicate Events with the Township to be posted on the Wellness Website
- Display Mayor's Wellness Campaign (MWC) Window Cling
- Donate giveaways for Township events
- Post the MWC logo on their website
- Have customers take the pledge
- Twp. Posts Partner logo on the Wellness Website
- Use the MWC Logo on everywhere on their literature, programming, etc.

Cherry Hill Mayor's Wellness Campaign

PARTNERS

BUSINESS PARTNERS

- Hospitals
- Cherry Hill Mall
- Fitness Centers
- Restaurants
- Yoga & Karate Studios
- Health & Racquet Centers
- Physical Therapy Centers
- Physicians
- Supermarkets
- Senior Living Centers
- Charitable Organizations

TOWNSHIP PARTNERS

- Town Hall
- Board of Education
- Public Library
- Fire Dept.
- Food Pantry
- Business Council
- Citizen Cabinet

Cherry Hill Mayor's Wellness Campaign

TOWNSHIP EVENTS

- Earth Day
- HarvestFest
- Mayor's Wellness Day at Springdale Farms
  - A day filled with healthy education, classes, demonstrations and activities for the whole family
- Cherry Hill Food Day Event
  - Nat'l celebration of more healthy, affordable and sustainable foods

Cherry Hill Mayor's Wellness Day at Springdale Farms

A day filled with healthy education, classes, demonstrations, and activities for the whole family

- 10:30 Yoga for Living: Healthy Cooking Demo
- 11:00 Dr. Allen Magaziner: Reducing Inflammation to Live Longer & Healthier
- 11:30 Stroller Strides: Demo Class
- 12:00 CH Health & Racquet: Zumba Class
- 12:30 Mayor Chuck Cahn: CH Mayor's Wellness Campaign
- 1:00 Dr. Steven Gerber: Role of Diet & Exercise in Disease Prevention
- 1:30 Pilates Core Center: Pilates Class
- 2:00 Yi's Karate of Cherry Hill: Karate Class
- 2:30 Springdale Farms: Veggiecation Demo Class
- 3:00 Power Train Sports Inst: Training Class
- 3:30 Dr. Nelson Berman: Healthy Living for Quality of Life

- Cooper Health: blood pressure/BMI check
- Springdale Farms: sample fresh produce
- Garden State Discovery Museum: "healthy"crafts
- Dr. Larry Sabel Scoliosis: chair massage
- Subway of Cherry Hill: healthy menu samples
- Kidsville News: kids activities/free kids paper

Cherry Hill Mayor's Wellness Campaign

CURRENT INITIATIVES

- Free Healthy Cooking Classes at local supermarkets
- Wellness and Fitness Classes for all ages
- Free Three Month Trial Memberships to local gyms
- Monthly Walk With The Mayor – 2 miles @ CH Mall
  - Encourage Business Council & Wellness Partners to participate
- Free Health Screenings at Twp. events
- Healthy Snacks Provided at Twp. events
- Healthy Recipes (Cookbook) from residents on website
- Active Adult Newsletter
- Healthy Tips Posted on Facebook
- Community Bike Ride @ Earthday
- Hospital sponsored free educational programming &seminars

Cherry Hill Mayor's Wellness Campaign

Girls On The Run

- Girls grades 3 – 8
- 12 Week Programs per semester
- Builds confidence & emotional health through accomplishment
- Increases motivation to be physically active
- Culminates in a Statewide GOTR 5k
  - Over 500 participants
- Partner with the Jewish Community Center
- www.girlsontherun.org

Cherry Hill Mayor's Wellness Campaign

Cherry Hill Food Pantry

- Serving over 500 Families Per Month
  - ❖ Within 4 Mile Radius
- 42% of those who use the food pantry have kids under 18
- 20% of adults had lost jobs within the last year
- Nearly 50% of the people report having to choose between paying for food and paying for:
  - Utilities or heating fuel (49%)
  - Rent or mortgage (48%)
  - Medicine or medical care (34%)

Cherry Hill Mayor's Wellness Campaign

Governing Body Initiatives

Adopted a **NO SMOKING ORDINANCE**

- **Banned smoking on Township owned lands**
- **Sends clear message to children on the effects of smoking**
- **Trails, Parks, Playgrounds, Ball fields, Schools**
- **Cleaner properties with no cigarette refuge**
- **Backed by significant fines: $100-$150 fines, $300-500 for repeat offenders**

Cherry Hill Mayor's Wellness Campaign

Governing Body Initiatives

Adopted a **BICYCLE & PEDESTRIAN MASTER PLAN**

- **Promotes walking and bike riding throughout town**
- **Incorporates a standard component on design and planning of capital improvements**
- **Integrates sidewalks, bikes lanes and intersections**
- **Promotes Safety**

Cherry Hill Mayor's Wellness Campaign

Governing Body Initiatives

Adopting a **SUSTAINABLE MASTER PLAN**

- **The adoption of practices for living today that will complement and enhance the quality of life tomorrow**
- **Clean Air, Land Use, Energy, Outreach, Transportation, Economy, Natural Resources , Government**
- **Township-wide Sustainable Green Team**

Cherry Hill Mayor's Wellness Campaign

Governing Body Initiatives

Adopting a **COMPLETE STREETS POLICY**

- **A holistic approach to promoting joint use of our roadways by all users, including pedestrians, motorists, bicyclists, seniors, children, and those with limited mobility**
- **The initiative will create a comprehensive, integrated transportation network by facilitating connections to bicycling and walking in all future street and sidewalk projects.**

Cherry Hill Mayor's Wellness Campaign

Wellness at Town Hall

- Formed Wellness Committee
- Monthly Wellness at Work Newsletter
- Weekly Health Tips Emailed to Employees
- $50 (paid by insurance) Incentive to Participate in:
  - Confidential Health Assessments
  - Bio Metric Screenings Offered to Employees
- Providing Free Seasonal Flu Shots

Cherry Hill Mayor's Wellness Campaign

Creating Awareness

- Mayor was panel member on Making Wellness a Priority at the NJ League of Municipalities on November 20,2013
- Mayor was on a panel discussing the Townships No Smoking Ordinance and presented the Mayor's Wellness Campaign to the New Jersey Association of County & City Health Officials on April 17, 2014
- Mayor was on Comcast Newsmakers discussing Mayor's Wellness Campaign on March 26, 2014

Cherry Hill Mayor's Wellness Campaign

Cherry Hill Named Healthy Town

February 2014

Mayors Wellness Campaign

Put your community in motion.

Cherry Hill Mayor's Wellness Campaign

- Chuck Cahn email: MayorCahn@CHTownship.com
- Mayor's Wellness email : MWC@CHTownship.com
- Twp. Website: www.CherryHill-NJ.com

'Like Us' on Cherry Hill Mayor's Wellness Campaign on Facebook

Thank You!