2014 MAYORS WELLNESS CAMPAIGN REVIEW

**Municipality**: The Borough of Bay Head

**Mayor**: William W. Curtis

**County**: Ocean

**Contact**: Tom Charlton - Co-Chair, GO Bay Head! Mayors Wellness Campaign

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**How is the Mayors Wellness Campaign organized in your municipality?**

The Mayors Wellness Campaign in Bay Head, called *GO Bay Head*!, is organized and run by a committee of volunteers appointed by Mayor Bill Curtis. All committee members share a passion for health and wellness and are committed to developing a healthier Bay Head community.

**How are MWC activities planned in your community?**

Each spring, the Mayors Wellness Committee meets and develops a list of possible activities to be conducted that year. The preliminary list includes both successful programs from prior years plus suggested new activities identified by the committee and/or by the general public. The preliminary list is reviewed with the Mayor and the Chair of the Town Council, who is also a committee member. The preliminary plan is modified, as necessary, and is then reviewed and finalized by the Committee.

Once finalized, the committee implements the plan, reaching out to other town organizations as appropriate to accomplish their goals.

**How has your municipality funded Mayors Wellness Campaign activities?**

The GO Bay Head! activities are funded and run almost entirely by volunteer resources, including both financial and human. The committee has attempted to keep all expenses very low, since there is no allocated budget for its activities. The town and state have both provided financial assistance to help cover some program expenses, such as printing.

Services and facilities for GO Bay Head events are donated by the town, the Bay Head Fire Department, the Bay Head School, the churches, and by local business who have all provided their facilities at no charge. Promotion has been accomplished largely using social media and press releases. Manpower had been supplied entirely by volunteers.

The state and the NJHCQI have generously provided additional funding for major events, such as the *Mayors Cook-off* (2011) and the *Revitalize Bay Head* event (2013) following Hurricane Sandy.

A new not-for-profit, *Bay Head Momentum*, was recently formed to assist in providing funding for ongoing GO Bay Head! activites.

**Please describe the activities that your town has taken to promote wellness within the past year in each of the four categories below:**

**Please see below for more detail on each activity.**

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| **Youth in Motion** |
| * Walking Wednesdays – SRTS walk and bike to the Bay Head Elementary School * Summer Rec Program * Cooking for Kids * Bay Head Beach Olympics |
| **Employees in Motion** |
| * Wellness Workshop – summer wellness seminars run by local business * Walk with Mayor Curtis – walks included tour of Bay Head Inns sponsored by inn keepers. * Young at Heart – facilities provided by Fire Station * Adventures in Cooking – food, facilities, and services supplied by local businesses and volunteers. |
| **Seniors in Motion** |
| * Young at Heart Seniors Fitness Class * Seniors Health Fair – had to be scaled back to visit by Ocean County Health Department for administration of flu shots due to construction as Bay Head rebuilds. |
| **Communities in Motion** |
| * Bay Head 5k Memory Race * Beach Yoga * Fit Club * Bay Head Summer Tennis Camp * Summer Soltice |

**Please provide suggestions on how the Mayors Wellness Campaign can improve.**

Provide opportunities for different communities to exchange ideas and experiences other than Municipal Conference.

Hold “Mayors Wellness Games” where communities across state meet at specific location for one day and compete for *Mayors Award* (or something like this). Modeled after very successful Bay Head Beach Olympics.