



## Tenaflly targets better wellness

On July 1, 2012, Tenaflly pledged their participation in the Mayors Wellness Campaign (MWC). Mayor Peter Rustin joined over 350 Mayors who are playing a leadership role in supporting local opportunities for active, healthy lifestyles. The MWC is an initiative of the NJ Healthcare Quality Institute. Since 2006, the MWC has sought to develop and implement active living programs through local leaders and in doing so, to reduce health care costs and foster active living and healthy lifestyles for NJ citizens.

The Tenaflly MWC committee intends to apply for a "New Jersey Healthy Town Designation". Only thirteen NJ communities have been recognized for demonstrating their commitments to wellness through Youth, Senior, Community and Employee programs. The Tenaflly MWC intends to highlight the many sustained, ongoing activities that are offered through various local organizations. In raising the awareness of Tenaflly's many healthy alternatives, MWC aims to brand the promotion of good health and to facilitate a cross-pollination of ideas and activities between organizations and individuals.

The Tenaflly MWC committee intends to announce a number of initiatives beginning in the fall of 2012. Among the many ideas for programs that are being discussed is a walking event at the Tenaflly HS track. Along with the obvious benefit of getting out and moving that day, the event would hope to provide a platform for local businesses to demonstrate their healthy features. The event will attempt to facilitate the organization of a group of walkers who would like to gather on a regular basis to walk the track, nature center, streets or other mutually agreeable venues.

Details are still being worked out for the initial Tenaflly cook off which will feature examples of healthy cooking techniques and strategies, as well as contests for the Best Tasting, Most Nutritious and Best Presentation. The event will attempt to promote a dialogue on the challenges and strategies for eating well and its importance to overall wellness. Other NJ towns have used similar events to incentivize community members to participate in reducing pounds, carbohydrate intake, waist lines, blood pressure and other measurable health related conditions.

The Kaplen JCC on the Palisades is collaborating with the Tenaflly MWC committee in designing and administering a Mayor's Wellness Corporate Challenge in which we hope to engage and incentivize local employers in improving and achieving a healthier lifestyle for their employees.

The Tenaflly MWC committee is in its formative stage and welcomes participation from members of the community. Details on participation can be found through the borough web site at [www.tenafllynj.org](http://www.tenafllynj.org) or by contacting Carl Trop, Wellness Campaign Coordinator at [carl.trop@nexttierinvest.com](mailto:carl.trop@nexttierinvest.com),