

Fact Sheet



www.livewellnb.org

LIVE WELL-VIVIR BIEN NEW BRUNSWICK™ is a city-wide campaign creating awareness and inspiring residents to actively participate in the health and wellness resources and services available in New Brunswick, ultimately resulting in improved quality of life and other positive health outcomes.

The campaign was created to amplify the work of Healthier New Brunswick in assisting residents lead healthier lives through its shared vision.

OBJECTIVES

Through collective impact, the **LIVE WELL-VIVIR BIEN NEW BRUNSWICK** campaign is designed to:

- Mutually reinforce activities for partners to contribute to programming
- Foster a network of community based partnerships and resident engagement
- Provide relevant and consistent messages to increase public awareness of health and wellness, including available health services to residents
- Share metrics that demonstrate the overall impact on health in the community

FOCUS AREAS

EAT WELL: Connects residents to information on nutrition and community resources that improve access to healthier foods and healthier lifestyle. Resources in this area can help residents lose weight, lower blood sugar, fight obesity, improve blood pressure and possibly lower cholesterol. Community resources available:

- Farmers Markets
- Community Gardens
- Soup Kitchens
- Food Pantries
- Cooking Classes

FEEL WELL: Connects residents to healthcare and behavioral health services. Resources in this area can help residents gain access to health related information, screenings and preventative programs. Community resources available:

- Health Centers
- Health Fairs
- Support Groups
- Mental Health Resources
- And Other Health Screenings

MOVE WELL: Identifies events, activities, and places that encourage physical activity and opportunities for exercise. Community resources available:

- Community Recreation/Sports – Soccer, Football, Baseball, Basketball and more
- After-School recreation programs
- Ciclovia
- Parks/Walking Paths
- Summer Camp

BE WELL: Connects residents to social service agencies throughout New Brunswick that provide you and your family access to key resources, such as:

- Public and Private Support Services
- GED/Adult Education Courses
- Job Training
- Legal Services
- Housing Assistance
- Family Support Services
- Youth Development Programs

BE SAFE: Brings information and resources to residents to promote safety. Community resources available:

- Community /Neighborhood Crime Watch
- Bike Safety
- Car Seat Installation
- CPR
- Fire Prevention – Tips and Information

SPONSORS:

LIVE WELL-VIVIR BIEN NEW BRUNSWICK™ is sponsored by the following partners:



FOR MORE INFORMATION:

Monica Reyes
Manager of Communications
 New Brunswick Tomorrow
 390 George Street, 2nd Floor, New Brunswick, NJ 08901
 732-246-0603 (v) 732-246-3667 (f)
livewell@nbtomorrow.org | www.livewellnb.org