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Borough of Roselle Launches Wellness Campaign
Public Library Receives Five iPads through NJHealthConnect

ROSELLE, NJ - March 16, 2022 - Borough officials are focused on improving the health and wellness of residents and businesses through a new community health initiative, the Mayor's Wellness Campaign.

Launched on March 14 by Mayor Donald Shaw and the Borough Council, the campaign was spurred by an important donation to the Roselle Public Library (RPL) - five iPads connected to a statewide telehealth program, NJHealthConnect @ Your Library. The program is designed to address barriers to health equity among residents.

"Before I had the honor of being mayor, I was a coach to some of our youngest residents who tried to inspire others to be their best self, which is why I'm so happy to spearhead this wellness campaign in conjunction with the Council, Department of Health, Department of Recreation and the Library," said Shaw.

The iPads are preloaded with 24/7 telemedicine apps of major hospital systems in the state. Each iPad contains links to multilingual health information; mental health resources for adults and teens; Zoom and Google apps for doctor conferences; crisis hotlines; and links to the latest Covid updates in English and Spanish.

"RPL is honored to partner in and help implement the Mayor's Wellness Campaign. It's a wonderful opportunity to reach out to all Roselle residents as the world opens up again," said Library Director Jeanne Marie Ryan. "A big thank you to the NJ State Library and the East Brunswick Public Library for their work to help expand health literacy."

NJHealthConnect is facilitated by Just For The Health Of It, a health literacy program developed by the East Brunswick Public Library. The project is supported by American Rescue Plan Act (ARPA) funds, provided to the New Jersey State Library, from the Institute of Museum and Library Services.

"NJHealthConnect@Your Library is a statewide program administered by the NJ State Library to bring health equity to New Jersey's most vulnerable residents," said Karen Parry, Manager of Information Services and Just For The Health Of It at the East Brunswick Public Library. "The program addresses 'Access to Care,' a common barrier to good health across many communities. The program targets people of low incomes, seniors, immigrants whose native language is not English, and people with low reading literacy. The program puts iPads that are pre-loaded with

telehealth and health information apps into the hands of people who may lack a computer needed to virtually meet with a doctor around their work schedules or those who need understandable health information in order to make informed decisions.”

The iPads will be available for public use starting Monday, April 4 at the Roselle Public Library, 104 W. 4th Ave., to kick off National Library Week.

“We are thankful for the availability of ARPA funds, which will allow us to support the state’s mission to help people get timely, high-quality health care services. The ongoing pandemic has emphasized a need for health literacy, especially among vulnerable populations, and we’re proud to have public libraries bridge the digital divide by offering telehealth resources to their communities,” said Jen Nelson, New Jersey State Librarian.

Along with providing health resources, the campaign will increase opportunities for residents of all age groups to participate in physical activity with a long-term goal of improving health.

“Knowledge plus access equals good health and for all communities, especially majority minority communities, that is so true,” said Council President Denise Wilkerson. "This was such a great kick off to the Mayor’s Wellness Campaign as we look ahead to the future to the start of a walking/running program at Arminio Field at the beginning of April. Stay tuned for all the exciting programs to come with this campaign."

Notable attendees at the event include Borough Administrator Rick Smiley, 2nd Ward Councilman Brandon Bernier, Fourth Ward Councilwoman Cindy Thomas, Recreation Lead Eugenia Simms, Library Board President Georgette Bradshaw, Library Board Treasurer Lorraine Brooks-Body, longest serving library board member Eudora Winston, Board of Health President Anthony Esposito, former councilwoman Cecelia Dallis-Ricks, Margaret Cunningham and Miriam Malabalan from Roselle Public Schools, Roselle Health Officer Andrea Alvare, and other members of the Union County Health Department including Jessica Mindo, Chronic Disease Coordinator, Carolyn Sorge, Public Health Nurse, Angelica Velazquez, Public Health Nurse and Breon Boseman-Sims, Health Educator.

End.