

2025 MORRIS COUNTY



COMMUNITY HEALTH IMPROVEMENT PLAN



For the Morris Regional Public Health Partnership (MRPHP)
The College Of New Jersey (TCNJ)

Acknowledgements

The College of New Jersey (TCNJ) and the Morris Regional Public Health Partnership (MRPHP) would like to recognize the following organizations and individuals as an essential part in the creation of this Community Health Improvement Plan.

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Morris County Health Departments:

- **Bernards Township Health Department**, serving Chester Borough, Long Hill Township, Mendham Borough
- **Dover Health Department**, serving Town of Dover
- **East Hanover Health Department**, serving East Hanover Township, Township of Parsippany-Troy Hills
- **Lincoln Park Health Department**, serving Borough of Lincoln Park
- **Montville Township Health Department**, serving Montville Township
- **Morris County Division of Public Health**, serving Boonton Township, Denville Township, Hanover Township, Harding Township, Mendham Township, Morris Township, Borough of Morris Plains
- **Morristown Division of Health**, serving Morristown
- **Mount Olive Health Department**, serving Mine Hill Township, Mount Arlington Borough, Mount Olive Township, Mountain Lakes, Netcong Borough, Borough of Wharton

- **Pequannock Health Department**, serving Borough of Florham Park, Kinnelon Borough, Pequannock Township, Borough of Riverdale, Town of Boonton
- **Randolph Health Department**, serving Township of Randolph, Township of Roxbury, Rockaway Borough, Chester Township
- **Rockaway Township Health Department**, serving Borough of Butler, Jefferson Township, Rockaway Township, Victory Gardens Borough
- **Union Township Health Department**, serving Chatham Township, Town of Dover
- **Washington Township Health Department**, serving Washington Township
- **Westfield Health Department**, serving Chatham Borough, Madison Borough

Community Partners:

- American Diabetes Association
- American Heart Association
- American Lung Association
- American Public Health Association
- Association of State and Territorial Health Officials (ASTHO)
- Atlantic Health System
 - Chilton Medical Center
 - Morristown Medical Center
 - Newton Medical Center
- Homeless Solutions
- Johnson & Johnson
- Mental Health Association of Morris County
- Morris Area Wellness Partnership
- Morris County Prevention is Key
- National Association of County & City Health Officials (NACCHO)
- National Environmental Health Association
- New Bridge Services
- New Jersey Association of County and City Health Officials (NJACCHO)
- New Jersey Environmental Health Association
- North Jersey Health Collaborative
- New Jersey Public Health Association
- NJ-211
- NJ SNAP-ED
- New Jersey Society for Public Health Education
- Partners for Maternal and Child Health of Northern New Jersey
- Saint Claire's Health System
 - Saint Claire's Hospital - Boonton
 - Saint Claire's Hospital - Denville
 - Saint Claire's Hospital – Dover
- Society for Public Health Education
- United Way of Northern New Jersey
- Visiting Nurse Association of Northern New Jersey
- Zufall Health Centers

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Executive Summary

Introduction

Morris County, located approximately thirty miles northwest of New York City, is characterized by its scenic landscape of rolling hills, valleys, and lakes (Official Website of Morris County). As New Jersey's seventh-largest county, it boasts a reputation as one of the wealthiest and safest counties in the United States, according to US News rankings. Morris County is increasingly diverse, with residents speaking numerous languages, including English, Spanish, Korean, Chinese, Russian, Polish, and various languages from the Indian subcontinent.

Though Morris County presents a picture of affluence, lower-resource households struggle with the increasing costs of necessities. This economic disparity leads to overlooked needs, particularly in health and mental health. Stigma surrounding mental health and substance use further limits access to support. However, the county benefits from a robust network of medical facilities, community-based organizations, and health departments. By utilizing the Community Needs Assessment (CHA) Process, these entities can work together to overcome these obstacles and improve community well-being.

Methodology

The Community Needs Assessment employed a mixed approach to gather current data. This involved both the analysis of existing data from sources like the New Jersey Department of Health and federal agencies (e.g., Census, BRFSS), and targeted, short-term data collection within Morris County. Data was collected through a collaborative effort by The Morris Regional Public Health Partnership (MRPHP), The College of New Jersey (TCNJ), in partnership with local community organizations, included: a community survey (2,395 responses), focus groups (26), key informant interviews (11), and a window survey documenting select township areas. Participants were recruited through diverse outreach strategies, including media announcements, community events, and widespread distribution of informational materials.

Key Findings

Though all health areas presented opportunities for enhancement, accessibility and equity emerged as critical concerns. A quarter of residents experienced delays in scheduling healthcare appointments, and over a third (36%) had trouble accessing medical specialists. Long wait times, often spanning several months, and the need to seek specialized care outside the county were reported as common issues. Furthermore, challenges included provider offices not accepting new patients or insurance networks with limited local coverage. Financial barriers were evident, with over a third of respondents finding co-pays difficult to manage. While cultural sensitivity was perceived positively, 12% of respondents reported experiencing a lack of it from healthcare providers, and a significant 45% acknowledged racism as a problem within the county.

Open-ended responses revealed significant concerns regarding mental health access. Residents frequently cited the difficulty of finding providers accepting new patients. Beyond this, stigma and cultural barriers were identified as major impediments to care-seeking, particularly among youth and young adults, with concerns raised about suicidality. While some programs cater to specific populations, those with limited insurance

coverage—high co-pays or restricted networks—face substantial challenges in securing adequate mental health support.

Mirroring national trends, cardiovascular disease and cancer remain the leading causes of death in Morris County, both of which are often preventable through healthy lifestyles and screening. Reducing screening costs and offering free events are crucial, particularly for vulnerable and non-English-speaking communities. While wellness activities are prevalent in the summer, expanding year-round opportunities for physical activity is essential. Residents also emphasized the need for increased sidewalks and safe zones for bicycling and other activities.

Lastly, our analysis found that rising housing and food costs are directly fueling the surge in homelessness and housing insecurity across Morris County. Helplines and community agencies are experiencing a record-breaking influx of assistance requests. Affordable housing is critically scarce, resulting in lengthy waitlists. Food assistance programs and pantries are overwhelmed, serving hundreds daily. Moreover, our analysis reveals significant geographic gaps in food service availability, underscoring the urgent necessity to combat food insecurity.

The data collected during the Community Health Assessment process provided the basis for the development of this Community Health Improvement Plan (CHIP). This CHIP details the strategies and interventions designed to address the priority areas identified. These priority areas were selected by the MRPHP assembled group in December 2024:

- Access to Care
- Mental Health
- General Wellness (Fitness and Nutrition)
- Food Insecurity

The following plan outlines the goals, objectives, and strategies that community groups and stakeholders have developed and are working on to improve the health of all Morris County Residents.

PRIORITY AREA 1: Access to Care

Access to care, grounded in health equity, aims to provide everyone with the resources for a healthy life. Reducing barriers is key and can be achieved through expanding tele-health and free clinics, lowering insurance costs and co-pays, and simplifying eligibility processes. Enhanced transportation, such as adjusted bus routes and partnerships with ride-sharing services, can improve access for vulnerable populations. Bringing healthcare services directly to neighborhoods, senior centers, and childcare facilities, along with flexible scheduling and patient support, are also essential. Finally, ensuring patients can navigate phone systems and patient portals bridges critical access gaps.

Assets/Resources	
Organization	Contact Information
Atlantic Health (Morristown Medical Center)	Phone: 973-971-5000 Website: Morristown Medical Center Leading Hospital in Morristown, NJ Atlantic Health
Community Advisory Board	Website: Authorities, Boards and Commissions – Morris County, NJ
Continuum of Care	Website: Continuum of Care – Morris County, NJ
Hackensack Meridian Urgent Care - Lincoln Park	Phone: 848-308-4603 Email: Lincoln Park - Hackensack Meridian Health Urgent Care
Hope One	Phone: 973-590-0300 Email: Hope One – Morris County, NJ
Human Services Advisory Council	Email: Human Services Advisory Council – Morris County, NJ
Kessler Rehabilitation Center	Phone: 973-252-6300 Website: Kessler Rehabilitation Center
Local Health Departments	Website: Health Departments – Morris County, NJ
Local Libraries	Website: Libraries – Morris County, NJ
Mental Health Association of Morris County	Phone: 973-334-3496 Website: Home - MHA

Morris County Agency of Aging	Phone: 973-285-6848 Website: Care Management – Morris County, NJ
Morris County Division of Public Health	Phone: 973-631-5484 Website: Public Health – Morris County, NJ
Morris County Housing Authority	Phone: 973-540-0389 Website: Housing Authority – Morris County, NJ
Morris County Human Services, Social Services	Phone: 973-285-6868 Website: Human Services – Morris County, NJ
Morris County Paratransit System (MAPS)	Phone: 973-829-8103 Email: Morris Area Paratransit System (MAPS) – Morris County, NJ
Morris-Somerset Regional Chronic Disease Coalition	Phone: 908-231-7000 Website: Morris-Somerset Regional Chronic Disease Coalition Somerset County
Morris Sussex Resource Center	Website: Home - MorrisSussex ResourceNet
Navigating Hope	Phone: 973-829-8220 Website: Navigating Hope – Morris County, NJ
New Jersey Department of Health (NJDOH)	Website: Department of Health for the State of New Jersey Homepage
NJ Family Care	Phone: 800-701-0710 Website: NJ Family Care
Norwescap	Phone: 908-454-7000 Website: Norwescap
St. Clare's Hospital	Phone: 973-989-3000 Website: Saint Clare's Health
Zufall Health Center	Phone: 844-787-1846 Website: Zufall Health

GOAL: To improve community health outcomes by addressing access to care.

KEY CHA Findings	Supporting Quotes
<ul style="list-style-type: none"> • 6.3% of survey respondents identified as being uninsured. • About 20% of survey respondents reported that they struggle to find a healthcare provider that accepts their insurance. • 18.8% of respondents do not have dental insurance. • 37% of participants struggle to pay for healthcare costs. • 13.4% of survey respondents do not attend annual health checkups. • 30% of respondents are not comfortable speaking in English. • 18.2% of respondents reported that transportation is not easily accessible, and 8.4% reported that it affects their ability to go to the doctor's office. 	<ul style="list-style-type: none"> • “Affordability is a big thing in Morris County... people might not have access that we do have... our younger people, they're working two and three jobs.” • “Sometimes I have to take a whole day off to go to the doctor.” • “A lot of the health care around is not conducive to allowing patients to be seen properly... appointment hours that are not conducive to working around normal eight to five work schedules, unless you're going to go to an urgent care after hours.” • “If you don't have a car, it's very difficult to get to where you need to go.”

Specific Objectives
<ol style="list-style-type: none"> 1. Increase awareness and use of available resources. 2. Improve program enrollment for those eligible for services. 3. Strengthen systems for health and mental health navigation and support for residents. 4. Enhance partnerships and agency collaboration to facilitate county services and surveillance systems.

Objective 1 - Increase awareness and use of available resources.			
Strategy	Action Steps	Performance Indicators	Responsible Party
Review current resource lists and processes for	1. In the first 6 months, coordinate efforts to update resource lists so	1. Updated list of resources.	Medical Hackensack in Lincoln Park

<p>updating lists; create an infrastructure that would allow for easy updates of the resource list in a timely manner.</p>	<p>that lists can be updated and distributed efficiently every quarter.</p> <p>2. Disseminate the resource list so that departments and agencies can make it available publicly (e.g., websites, etc.)</p>	<p>2. Number of organizations receiving the updated resource list (agencies, CBOs, and residents)</p>	<p>Kessler Rehabilitation Center Local Departments of Health Mental Health Association of Morris County Morris-Somerset Regional Chronic Disease Coalition MRPHP St. Clare's Hospital</p>
<p>Offer support and professional development opportunities to health and other professionals providing referrals to community members.</p> <p>Target Audience:</p> <ol style="list-style-type: none"> 1. Government agency staff. 2. Health care staff. 3. Social Service, Community-based organizations. 4. Community agencies with a social mission. 	<p>1. Outreach to community organizations and Local Departments of Health to identify staff that would be interested in hosting brief “lunch and learn,” zoom-breaks or workshops in best practices for providing referrals (e.g., lunch and learn workshops or panels).</p> <p>2. Outreach to organizations to identify staff/volunteers interested in participating in training sessions. Create LISTSERV for identified participants.</p>	<p>1. Number of training courses delivered.</p> <p>2. Number of community registrants/participants .</p> <p>3. Number of downloads of presentations (on websites) and distributed via email.</p>	<p>Morris County Agency for Aging staff/volunteers Community Advisory Board Community Health Workers Continuum of Care (COC) Hope One/Navigating Hope Human Services Advisory Council Local Departments of Health Local Libraries Norwescap Hospital Social Workers Zufall Health Center</p>

Objective 2 - Improve program enrollment for those eligible for services.			
Strategy	Action Steps	Performance Indicators	Responsible Party
Increase the percentage of eligible residents to be fully enrolled in Medicaid/Affordable Care Act/Children's Health Insurance Program.	<ol style="list-style-type: none"> Identify staff who can create and offer brief training/workshops on: <ul style="list-style-type: none"> How to complete the Medicaid (and other insurance options) application/enrollment processes How to encourage residents to complete the enrollment process Partner with agencies and Community-Based Organizations to identify staff/volunteers collaborating with residents to participate in Medicaid enrollment trainings. 	<ol style="list-style-type: none"> Percent of new patients eligible for Medicaid (or other providers) who are fully enrolled in health care insurance at intake. Number of identified trainers. Number of training/workshops offered. Number of community participants. 	Atlantic Health St. Clare's Hospital Zufall Health Center
Objective 3 - Strengthen systems for health and mental health navigation and support residents.			
Strategy	Action Steps	Performance Indicators	Responsible Party
Identify mental health specific resources and staff to promote resources	<ol style="list-style-type: none"> Coordinate with Mental Health Association of Morris County, hospital providers, and Community Based Organizations to ensure that the resource list is updated for mental health 	<ol style="list-style-type: none"> Updated resource lists 	Atlantic Health Mental Health Association of Morris County St. Clare's Hospital Zufall Health Center

<p>Identify training needs and opportunities to improve navigation services</p> <p>Target audience:</p> <ol style="list-style-type: none"> 1. Social workers 2. Community health workers 3. Case managers 4. Patient navigators 5. Volunteers/others 	<ol style="list-style-type: none"> 1. Conduct focus groups/surveys with current navigators to identify topics/workshops/needs that would improve navigation services 	<ol style="list-style-type: none"> 1. Number of focus groups 2. Results report 	<p>Mental Health Association of Morris County MRPHP</p>
<p>Implement navigator trainings.</p> <p>Target audience:</p> <ol style="list-style-type: none"> 1. Social workers 2. Community health workers 3. Case managers 4. Patient navigators 5. Volunteers/others 	<ol style="list-style-type: none"> 1. Partner with hospital groups, agencies, and community-based organizations to identify staff to offer brief “lunch and learn,” “zoom break” or other workshops on best practices for navigation/referrals to get community members into services/health and mental health care. 2. Partner with agencies and Community-Based Organizations to identify staff/volunteers collaborating with residents to participate in navigator trainings 	<ol style="list-style-type: none"> 1. Number of training courses delivered. 2. Number and kind of organizations represented in the trainings. 3. Number of participants completing training/attending events. 	<p>Atlantic Health Local Departments of Health Mental Health Association of Morris County St. Clare’s Hospital Zufall</p>
<p>Objective 4 - Enhance partnerships and agency collaboration to facilitate county services and surveillance systems.</p>			
Strategy	Action Steps	Performance Indicators	Responsible Party

<p>Create/execute an MOA agreement between partners to facilitate surveillance/services offered (e.g., vaccinations).</p>	<ol style="list-style-type: none"> 1. Identify Local Departments of Health providing services/vaccines. 2. Analyze the municipalities of served residents. 3. Share results with other municipalities. 4. Create a plan to redistribute resources/education to improve access. 5. Draft and/or Execute MOA. 	<ol style="list-style-type: none"> 1. Drafted and/or Executive MOA 	<p>Local Departments of Health MRPHP</p>
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PRIORITY AREA 2: Mental Health

According to data from the CDC (2024), a considerable proportion of the adult population, one in four individuals, experiences a mental disorder. This underscores the importance of public health initiatives in promoting mental and emotional well-being. In Morris County, mental health remains a critical concern requiring focused attention and action in the coming years. Effective intervention, guided by the Community Guide, necessitates strategies such as reducing stigma, enhancing awareness, expanding access to resources, and fostering open dialogue, particularly among school-aged children. Furthermore, the establishment of community partnerships and the integration of mental health education into schools and workplaces are essential for long-term improvements in overall well-being.

Assets/Resources	
Organization	Contact Information
211 Morris County	<p>Phone: 973-326-7800 Website: Morris County Office of Temporary Assistance NJ 2-1-1 Partnership</p>
Alzheimer's New Jersey	<p>Phone: 973-586-4300 Website: Alzheimer's New Jersey</p>

American Foundation for Suicide Prevention	Phone: 1-888-333-AFSP (2377) Website: Home AFSP
Atlantic Health (Morristown Medical Center)	Phone: 973-971-5000 Website: Morristown Medical Center Leading Hospital in Morristown, NJ Atlantic Health
Caring Partners of Morris	Phone: 973-770-5505 Website: Caring Partners of Morris & Sussex
Center for Women (Morris County College)	Phone: 973-328-5025 Website: ReLaunch Center County College of Morris (CCM)
Central Jersey Family Health Consortium	Phone: 732-937-5437 Website: Central Jersey Family Health Consortium
Child and Family Resource Center	Phone: 973-398-1730 Website: Child Care, Early Education, Family Service Child and Family Resources Morris County, NJ
Community Hope	Phone: 973-463-9600 Website: Community Hope Contact and Address Information
Community Wellness Centers	Phone: 973-334-2470 Website: Peer Led. Recovery Focused. Wellness Driven.
Crisis Text Line	Phone: Text HOME to 741741 Website: Crisis Text Line Free, 24/7 Mental Health Support
Friendship Line	Phone: 800-971-0016 (non-emergencies)
Hope One	Phone: 973-590-0300 Website: Morris County Hope One
JBWS	Phone: 973-267-7520 Website: Help for Survivors of Domestic Abuse JBWS
Local Health Departments	Website: Health Departments – Morris County, NJ
Madison Chatham Coalition	Phone: 973-822-9622 Website: Madison Chatham Coalition
Meals on Wheels	Phone: 973-285-6856 Website: Morris County Meals on Wheels

Mental Health Association in NJ	Phone: 800-367-8850 Website: NJ Mental Health Association
Mental Health Association of Morris County	Phone: 973-334-3496 Website: Home - MHA
Mental Health Association of Morris County (Peer to Peer Warm Line)	Phone: 877-292-5588 (non-emergencies) Website: Home – MHA – War-Line
Morris County College - Student Support Services	Phone: 973-328-5000 Website: Student Support County College of Morris (CCM)
Morristown Post Acute Rehabilitation & Nursing Center	Phone: 973-359-5113 Website: Morristown Post Acute Rehabilitation & Nursing Center SNF
National Association on Mental Illness (NAMI) Morris	Phone: 862-242-9390 Website: NAMI National Alliance on Mental Illness
New Jersey Department of Human Services	Website: New Jersey Department of Human Services
Nourish NJ	Phone: 862-397-0030 Website: Nourish NJ
Partnership for Maternal and Child Health of Northern New Jersey	Phone: 973-620-9711 Website: PMCH.org
Planned Parenthood	Phone: 833-377-8474 Website: Planned Parenthood
Police Assisted Addiction and Recovery Initiative	Website: PAARI - Police Assisted Addiction & Recovery Initiative
Prevention is Key	Phone: 973-625-1998 Email: Prevention is Key
Salvation Army of Morristown	Phone: 973-539-2700 Website: Salvation Army Morristown
Society for Prevention of Teen Suicide	Phone: 732-410-7900 Website: Society for the Prevention of Teen Suicide
Wait Until 8th Pledge	Website: Wait Until 8th
Zufall Health Center	Phone: 844-787-1846 Website: Zufall Health

GOAL: Increase prevention and access to mental health resources.

KEY CHA Findings	Supporting Quote
<ul style="list-style-type: none"> • 582 respondents reported that mental health is a concern within their community. • 40.1% of respondents reported that people do not have good access to mental health services and care in Morris County. • 25% of respondents reported that they do not find the office staff and providers sensitive to their culture and backgrounds when receiving treatment for a mental health concern. • 20% of respondents reported that they themselves live with a physical/mental challenge. 	<ul style="list-style-type: none"> • “Mental health is, by far, the top (contributor to a high quality of life).” • “it's hard to find a mental health therapist or anything like that, because there's so many people that are looking for them that a lot of them aren't even taking new patients.” • “Access to mental healthcare is a major issue.”

Specific Objectives
<ol style="list-style-type: none"> 1. Increase access to culturally competent mental health services by minimizing barriers. 2. Decrease stigma surrounding use of mental health services and increase community members utilizing mental health services in a timely manner. 3. Increase outreach efforts, improve communication, and raise awareness of resources.

Objective 1 - Increase access to culturally competent mental health services and minimize barriers.			
Strategy	Action Steps	Performance Indicators	Responsible Party
Increase the number of trained Disaster Response Crisis Counselors (DRCC) in Morris County.	<ol style="list-style-type: none"> 1. Recruit volunteers for training (https://www.njdrcc.org) 2. Create flyers highlighting the benefits of certification and the process to attain certification. 3. Distribute to Community Based Organizations and 	<ol style="list-style-type: none"> 1. Number of organizations involved in outreach efforts 2. Number active and newly trained crisis counselors 	Morris County Mental Health Administration

	<p>through local colleges/community centers.</p> <p>4. Consider avenues to provide incentives for completed training.</p>		
Diversify the pool of trained Disaster Response Crisis Counselors (DRCC) in Morris County (e.g., bilingual, other aspects of culture) so they can serve the population.	<p>1. In recruitment efforts above, ensure outreach to organizations serving diverse populations and community events with diverse populations. Perhaps recruit a community partner to champion this effort.</p>	<p>1. Number of and kind of organizations/venues included in outreach/recruitment</p>	<p>Morris County Mental Health Administration NJ contact at Department of Human Services Emergency Response Coordinator (https://www.nj.gov/human-services/dmhas/home/admin/#14)</p>
Increase Mental Health First Aid (MHFA) training in schools.	<p>1. Outreach to Morris County Executive County Superintendent (https://www.nj.gov/education/about/counties/).</p> <p>2. Outreach to local school superintendents.</p> <p>3. Coordinate to identify MHFA trainers (and consider online training).</p> <p>4. Identify funding sources to pay for training in coordination with school districts.</p> <p>5. Recruit school counselors, teachers, teaching assistants and others interested in MHFA training</p>	<p>1. Number of trainings completed by school staff/teachers/volunteers</p>	<p>Mayor's Wellness Campaign</p> <p>Morris County Mental Health Administration</p>

Increase Mental Health First Aid training.	<ol style="list-style-type: none"> 1. Create recruitment flyers highlighting the benefits of MHFA certification and the process to attain certification 2. Distribute to Community Based Organizations and through local colleges/community centers. 3. Consider avenues to provide incentives for completed training. 	<ol style="list-style-type: none"> 1. Number of training sessions 	<p>Mayor's Wellness Campaign</p> <p>Morris County Mental Health Administration</p>
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Objective 2 - Decrease stigma surrounding the use of mental health services and increase community members utilizing mental health services in a timely manner.

Strategy	Action Steps	Performance Indicators	Responsible Party
Educate the public about signs of mental health distress.	<ol style="list-style-type: none"> 1. Develop a campaign to increase awareness of and sensitive reactions to those experiencing mental health distress. 2. Implement campaigns at community events, websites, newsletters, and talks. 3. As needed, recruit interns from local community colleges or community-based agencies to assist with content development and distribution. 	<ol style="list-style-type: none"> 1. Number of community events, health education sessions, distributed materials, interactions. 	NAMI Morris
Increase training in “normalizing hard conversations.”	<ol style="list-style-type: none"> 1. Identify relevant training opportunities and curriculum. 	<ol style="list-style-type: none"> 1. Number of participants a year. 	Mayors' Wellness Campaigns

	<ol style="list-style-type: none"> 2. Create recruitment flyers highlighting the benefits of strategies to normalize hard conversations and the processes for enrollment/taking training. 3. Distribute to Community Based Organizations and through local colleges/community centers. 4. Consider avenues to provide incentives for completed training. 		Mental Health Campaign Events (County-wide initiatives)
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Objective 3 - Increase outreach efforts, improve communication, and raise awareness of resources.

Strategy	Action Steps	Performance Indicators	Responsible Party
Increase positive mental health outcomes associated with maternal health with a focus on the postpartum period	<ol style="list-style-type: none"> 1. Identify partners for a planning committee. 2. Review best practices and intervention opportunities (e.g., improve prenatal and postpartum depression screening, improve “warm handoffs” for identified patients, increase patient awareness of mental health resources). 3. Identify speakers for priority issues. Review existing programs 	<ol style="list-style-type: none"> 1. Number and kind of events/conferences/workshops 2. Number of registrants 3. Number of people served (check annual report) 	Central Jersey Family Health Consortium NJACCHO

	<p>through the Central Jersey Health Consortium. Look into the ALMA program.</p> <ol style="list-style-type: none"> 4. Plan forum (kick off conference and ongoing brief trainings – zoom breaks). 5. Host forum to bring together partners 		
Improve mental health through reducing substance misuse by raising awareness.	<ol style="list-style-type: none"> 1. Work with Mental Health Consortium to identify a trainer to host a brief (“lunch and learn” or zoom break) session on how to do referrals using the resource guide (Mental Health Facilities in Morris County, NJ). Repeat “lunch and learn” series annually. 2. Have Local Health Departments develop or tailor educational materials regarding substance misuse. 3. Identify partners to facilitate distribution of materials (e.g., schools, community-based organizations, etc.). 4. Identify partners to translate and distribute materials. 5. Identify community 	<ol style="list-style-type: none"> 1. Number of training courses hosted 2. Number and type of participants 3. Number and type of organizations represented 	<p>Local Health Departments Mental Health Consortium</p>

	opportunities to host brief workshops on substance misuse with a focus on “stigma free.” (e.g., public libraries, etc.)		
Ensure outreach efforts, including staff and disseminated materials are culturally appropriate (e.g., language) for the target population/demographic.	<ol style="list-style-type: none"> 1. Partner with other organizations to verify/review translated documents. 	<ol style="list-style-type: none"> 1. Number of outreach/health education materials distributed. 	<p>Atlantic Health Clinics Center for Women Child and Family Resource Child Cares JBWS MCOHA Planned Parenthood Salvation Army Zufall</p>
Increase mental health outreach and communication to organizations that have specific programs for women.	<ol style="list-style-type: none"> 1. Partner with local organizations serving women and substance misuse organizations to create a planning committee. 2. Identify mechanisms and materials to increase public awareness about mental health concerns among women clients. 3. Identify best practices and program opportunities to enhance mental health 	<ol style="list-style-type: none"> 1. Number of outreach/health education materials distributed. 	<p>Atlantic Health Clinics Center for Women Child and Family Resource Child Cares JBWS MCOHA Planned Parenthood Salvation Army Zufall</p>

	services and referrals for women.		
<p>Increase school programs on substance misuse and plan a suicide prevention campaign.</p> <p>Target audience:</p> <ol style="list-style-type: none"> 1. Schools with earlier grades. 	<ol style="list-style-type: none"> 1. Partner with school counselors/staff/teachers to create a planning committee. 2. Identify best practices and school programs appropriate for grade levels to prevent substance misuse and suicide. 3. Present plan to school superintendents/administrators/parent groups for approval and implementation. 4. Partner with schools to track program implementation and participation annually. 	<ol style="list-style-type: none"> 1. Number of programs/presentations delivered in schools. 	<p>American Foundation for Suicide Prevention Crisis Text Line Friendship Line (Youth line) Hope One Morris County Education https://www.nj.gov/education/about/counties/ Prevention is Key Society for the Prevention of Teen Suicide</p>
<p>Increase outreach and communication to the public regarding free program offerings available through county resources.</p>	<ol style="list-style-type: none"> 1. Create a planning group. 2. Develop materials to distribute regarding free program offerings, county resources and eligibility/application processes. 3. Identify venues for dissemination of materials. 	<ol style="list-style-type: none"> 1. Number of outreach/health education materials distributed. 	<p>Community Wellness Centers Morris and Sussex Counties Mental Health Association Statewide Student Support Services</p>

PRIORITY AREA 3: General Wellness

General wellness emphasizes physical activity and nutrition as vital for chronic disease prevention. A balanced diet and regular exercise are crucial for long-term health, reducing risks like heart disease, diabetes, and obesity.

The USDA's MyPlate guidelines recommend a plate with half vegetables and fruits, a quarter whole grains, a quarter protein, and moderate healthy plant oils. Adults should also aim for 150 minutes of moderate exercise and two days of strength training weekly (CDC). These habits improve cardiovascular health, mental well-being, and longevity. Effective wellness strategies include increasing access to nutritious foods, expanding pedestrian spaces, promoting active lifestyles, and improving access to clean water. Community initiatives like farmers' markets, urban gardens, and wellness education can further support healthy living.

Assets/Resources	
Organization	Contact Information
Atlantic Health (Morristown Medical Center)	Phone: 973-971-5000 Website: Morristown Medical Center Leading Hospital in Morristown, NJ Atlantic Health
Morris County Agency of Aging	Phone: 973-285-6848 Website: Care Management – Morris County, NJ
Local Health Departments	Website: Health Departments – Morris County, NJ
Mental Health Association of Morris County	Phone: 973-334-3496 Website: Home - MHA
Morris County Access Link: Dial-a-ride	Website: Dial-a-Ride – Morris County, NJ
Morris County Human Services, Social Services	Phone: 973-285-6868 Website: Human Services – Morris County, NJ
Morris County Park Commission	Website: Contact - Morris County Park Commission
Zufall Health Center	Phone: 844-787-1846 Website: Zufall Health

GOAL: To increase knowledge, skills, access, and resources (existing and new) that encourage healthy behavior and support well-rounded healthy lifestyles.

KEY CHA Findings	Supporting Quote
<ul style="list-style-type: none"> 19.3% of participants reported that they live with a physical/mental challenge. About 45% of participants reported that they completed 0-100 minutes of exercise each week. 	<ul style="list-style-type: none"> “Public service announcements (town specific) would be helpful.” “My big suggestion is getting social services and coordination at the local

<ul style="list-style-type: none"> 9.8% of participants would describe their health status as “unhealthy” or “extremely unhealthy.” 30.4% of participants disagree with the statement that “seniors in the community have access to quality healthcare.” 7.8% of participants would describe Morris County as “unhealthy” or “extremely unhealthy.” 	<p>level and getting more information to those people.”</p> <ul style="list-style-type: none"> “Doctors in health systems generally do not manage those cases that are chronic, and there are no community resources.” There are concerns of “how to support the aging population.”
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Specific Objectives

1. Increase health promotion activities to better meet local community health needs.
2. Encourage collaboration among community health partners to improve resident’s health access and opportunities.

Objective 1 - Increase health promotion activities to better meet local community health needs

Strategy	Action Steps	Performance Indicators	Responsible Party
Increase health promotion to community members.	<ol style="list-style-type: none"> 1. Develop easily accessible health promotion webinars. 2. Distribute webinars to municipalities/communit y partners to be posted on websites/social media. 	<ol style="list-style-type: none"> 1. Number of health promotion webinars. 2. Number and location of participants. 	Atlantic Health System Parsippany-Troy Hills Health & Human Services
Encourage healthy lifestyles through promoting occupational health and focusing on the work environment.	<ol style="list-style-type: none"> 1. Identify local businesses open to wellness programs. 2. Target at least two local employers each year to allow employees to complete wellness programs during work time. 	<ol style="list-style-type: none"> 1. Number of employers who allow wellness programs during work time. 2. Number of wellness programs completed. 3. Number of employers who allow physical space at work to 	Lincoln Park Health Department

		complete programs.	
Find new ways to incentivize active lifestyle participation for individuals.	<ol style="list-style-type: none"> 1. Review best practices for employee wellness programs with incentives. 2. Collaborate with human resources personnel, joint insurance funds, safety committees, insurance carriers, and local businesses to consider incentive programs for wellness. 	<ol style="list-style-type: none"> 1. Number of businesses promoting wellness. 	Bernards Township Health Department
Encourage Community recognition of wellness activities/champions.	<ol style="list-style-type: none"> 1. Private/public businesses promoted when helpful tasks are done towards goals. 2. Invite guests [community partners- Meals on Wheels, etc.] to visit health agencies. 	<ol style="list-style-type: none"> 1. Number of commendation programs. 2. Number of enrollment Community Partners and number of their activities. 3. Number of people who complete the activity. 4. Number of people receiving commendation. 5. Number of community visits to health agencies. 	Morris County Office of Health Management Westfield Health Department

Objective 2 - Encourage collaboration among community health partners to improve resident's health access and opportunities.

Strategy	Action Steps	Performance Indicators	Responsible Party

Increase partnerships to improve access to wellness programs.	<ol style="list-style-type: none"> 1. Bring together different agencies and community stakeholders to convene to develop plans for improving wellness, review best practices and programs and decide on specific strategies/next steps for program implementation and combine resources. 	<ol style="list-style-type: none"> 1. Minutes from partnership meetings. 2. Number and kind of partner organizations 	<p>Atlantic Health System Lincoln Park Health Department Rockaway Township Health Department</p>
Communicate to the public regarding programming by advertising, incentivizing, and promoting wellness events.	<ol style="list-style-type: none"> 1. Coordinate with community partners to identify wellness events in a timely manner. 2. Facilitate promotions. 3. Document events and link to promotions via a survey asking about the number of people attending programs and how they found out about the program. 	<ol style="list-style-type: none"> 1. Number of shares, likes or mentions of a social media post about the topic or program. 2. The number of community connections that make new partnerships to reach language or cultural groups in Morris County. 	<p>Local Health Departments Morris Township Health Department</p>
Expand wellness programming.	<ol style="list-style-type: none"> 1. Enhancing existing programs through broadening availability, expanding social media and creative targeting strategies; and being more flexible (not limited to calendar). 	<ol style="list-style-type: none"> 1. Number of enhanced and new wellness programs in Morris County. 	<p>Local Health Departments Randolph Health Department</p>
Tailor outreach methods and communication for sub-populations. Target audience: 1. Communities with English as a Second	<ol style="list-style-type: none"> 1. Partners with community groups and organizations serving community groups that can identify translators or cultural representatives to assist with:<ul style="list-style-type: none"> • Communication channels 	<ol style="list-style-type: none"> 1. Social media engagement metrics. 2. Number of positive/negative feedback reviews on methods. 	<p>Local Health Departments Morris County Government Rockaway Township Health</p>

Language.	<ul style="list-style-type: none"> Translations Best practices for dissemination 		
2. Vulnerable groups and low-resource groups.			

PRIORITY AREA 4: Food Insecurity

Food insecurity, as defined by the USDA, signifies the lack of consistent access to sufficient nutritious food for a healthy life. Nationally, adults in food-insecure households face elevated risks of chronic conditions like hypertension, diabetes, and heart disease. In 2022, Morris County's food insecurity rate was 7.8%, lower than the New Jersey average of 10.7% and the national average of 13.5%. However, this represents an increase from the county's 5.6% rate in 2017, indicating a growing concern. Notably, food insecurity disproportionately affects certain racial and ethnic groups within Morris County. Specifically, the rates are 16% among Black residents and 17% among Latino residents, compared to 5% among White residents. Since 2019, food insecurity has increased across all racial groups. Morris County currently provides approximately fifty meal services and food pantries, primarily concentrated in densely populated areas, which can leave communities with limited access. To combat this, strategies include expanding meal delivery for older adults, increasing access to free school meal programs, implementing nutrition incentive programs, and improving food distribution in underserved areas, all aimed at ensuring consistent access to nutritious meals for all residents.

Assets/Resources	
Organization	Contact Information
Alstede Farm	Phone: 908-879-7189 Website: Home Alstede Farms NJ
Community Food Bank of NJ	Phone: 908-355-3663 Website: Community Foodbank of New Jersey
First Baptist Church, Madison	Phone: 973-966-1155 Website: First Baptist Church of Madison, NJ
Foodshed Alliance	Phone: 908-362-7967 Website: Welcome to the Foodshed Alliance
Hunger Free NJ	Phone: 201-569-1804 Website: Center For Food Action
Interfaith Food Pantry	Phone: 973-538-8049 Website: Interfaith Food Pantry and Resource Center

Local Health Departments	Website: Health Departments – Morris County, NJ
Local Libraries	Website: Libraries – Morris County, NJ
Meals on Wheels	Phone: 973-285-6856 Website: Morris County Meals on Wheels
Morris County Paratransit System (MAPS)	Phone: 973-829-8103 Email: Morris Area Paratransit System (MAPS) – Morris County, NJ
Morris County Access Link: Dial-a-ride	Website: Dial-a-Ride – Morris County, NJ
Morris County Agency of Aging	Phone: 973-285-6848 Website: Care Management – Morris County, NJ
Morris County Farmer's Markets	Website: Department of Health WIC
Morris County College	Phone: 973-328-5000 Website: County College of Morris (CCM) Randolph, New Jersey
Morris County Office of Temporary Assistance	Phone: 973-326-7800 Email: Office of Temporary Assistance (OTA) – Morris County, NJ
Morris County Office of Hispanic Affairs	Phone: 973-366-4770 Website: MCOHA Morris County Organization for Hispanic Affairs
Morris County Schools	Website: Schools – Morris County, NJ
Morris County Senior Centers	Website: Morris County Senior Centers – Morris County, NJ
Navigating Hope	Phone: 973-829-8220 Website: Navigating Hope – Morris County, NJ
Nourish NJ	Phone: 862-397-0030 Website: Nourish NJ
NJ Office of the Food Security Advocate	Website: NJ Office of the Food Security Advocate
Ort Farms	Phone: 908-876-3351 Website: Ort Farms Market

Rimiade Farms	Phone: 908-879-7762 Website: Riamede Farm
Salvation Army of Morristown	Phone: 973-539-2700 Website: Salvation Army Morristown
Share my Meals	Phone: 609-283-2450 Website: Need Help - Share My Meals
St. Luke Parish	Phone: 973-600-0056 Website: St. Luke Parish
Stony Hill Farm	Phone: 908-879-2908 Website: Stony Hill Farms (Chester, NJ) Farm Market
Summer Electronic Benefit Transfer (Summer EBT) Program	Phone: 1-833-670-7328 Website: Summer EBT
Table of Hope	Phone: 973-998-9330 Website: Table of Hope New Jersey
Table to Table	Phone: 201-944-1525 Website: Table to Table
Zufall Health Center (SNAP-ED)	Phone: 862-254-6309 Website: Zufall Health

GOAL: Increase access to nutrient-dense foods for residents of Morris County.

KEY CHA Findings	Supporting Quotes
<ul style="list-style-type: none"> 24% of survey respondents reported that each week they eat less than 3 servings of fruit and vegetables. 0.6% of survey respondents think accessibility to healthy food is an area of concern for the Morris County community. 0.6% of survey respondents reported that they utilize soup kitchens and food distribution centers in the area as sources of information and education. Over 600 survey respondents noted that food is an important part of maintaining a healthy lifestyle. 	<ul style="list-style-type: none"> “Food for seniors is really hard [especially] for people who have mobility issues.” “There’s a lot of insecurity around food and housing.” “Our local food bank gives out between 46 and 75 bags of family units to families per month.”

Specific Objectives

1. Increase awareness and decrease stigma related to accessing food resources (SNAP/food banks).
2. Increase knowledge of eligibility guidelines of available programs.
3. Improve education and outreach/promotion on available services.
4. Promote linkages between farms/hunters, businesses, and food safety net service providers.
5. Increase access to healthy foods for individuals with transportation barriers.

Objective 1 - Increase awareness and decrease stigma related to accessing food resources.

Strategy	Action Steps	Performance Indicators	Responsible Party
Collaborate with local partners to increase awareness and reduce stigma by developing a script that local partners can use on social media to educate people on how food insecurities can impact anyone at any time, including contact information for more resources.	<ol style="list-style-type: none"> 1. Interfaith will share anti-stigma messages with partner groups. 2. Meet with clients to develop/tailor messaging. 3. Create client focused messages. 4. Collaborate with local partners to disseminate information (e.g., websites/LISTSERV). 5. Shared document(s) distributed to partnerships via listserv. 6. Translate into multiple languages where feasible. 	<ol style="list-style-type: none"> 1. Number of messages/materials disseminated (track LISTSERV numbers and numbers of websites) 	Community Food Bank Interfaith Food Pantry Morris County College Nourish NJ OTA SNAP
Increase distribution of resource list/materials to specific vulnerable populations.	<ol style="list-style-type: none"> 1. Identify Community Based Organizations who have staff/volunteers willing to create an initial translation of the resource list. 2. Work with DOHs and 	<ol style="list-style-type: none"> 1. Number of translated resource lists. 	Ethnic community-based organizations. Faith Community-Based Organizations Interfaith food pantry SNAP

	<p>other agencies to obtain permission to translate lists.</p> <p>3. Translate resource list into multiple languages.</p>		
<p>Enhance communication regarding access to food resources.</p> <p>Target Audiences:</p> <ol style="list-style-type: none"> 1. Faith Community-Based Organizations 2. Libraries 3. Migrant organizations 4. Other Partners 	<ol style="list-style-type: none"> 1. Distribute resource list/materials/scripts to community partners. 2. Community Partners document and distribute via social media platforms (Tik Tok, Instagram, etc.) 	<ol style="list-style-type: none"> 1. Number of flyers distributed (e.g., webpages, listservs, tabling events) 	<p>Healthcare systems</p> <p>Libraries</p> <p>SNAP-ED</p>

Objective 2 - Increase knowledge of eligibility guidelines of available programs.

Objective 3 - Improve education and outreach/promotion on available services.

Strategy	Action Steps	Performance Indicators	Responsible Party
Coordinate with partners to share information (e.g., program eligibility) and materials for available services.	<ol style="list-style-type: none"> 1. Arrange a meeting with the main food security service providers and discuss current programs to identify gaps. 2. Hold online meetings with identified providers in Morris County before March 2025 (Snap-ED to take lead). 3. At meetings develop a comprehensive list of resources in each municipal area including a QR Code with an 	<ol style="list-style-type: none"> 1. Meeting minutes and invite list. 2. Directory (Morris County Provider Resource Group). 3. SNAP-ED QR code. 4. List of community partners reached for distribution. 	<p>Community Foodbank of NJ</p> <p>Foodshed Alliance</p> <p>Nourish NJ</p> <p>Salvation Army</p> <p>Share My Meals</p> <p>SNAP</p> <p>Table of Hope</p> <p>Table to Table</p>

	<p>updated link to resources and an online map.</p> <p>4. Distribute information to community partners</p>		
Collaborate with schools to increase food access.	<p>1. Enhance linkages between free and reduced-price lunches and SNAP or other local food resources, as well as summer food needs for students and families.</p> <p>2. Discuss improving collaboration with at least two school systems in Morris County.</p> <p>3. Develop flyers and other methods of distribution for information on SNAP and local food resources to be distributed by school.</p>	<p>1. Number of contacts/ outreach materials (email, meeting minutes, etc.) between SNAP and school officials.</p> <p>2. Flyer and distribution list.</p>	<p>Hunger Free NJ</p> <p>Local School Counselors</p> <p>Local School Nurses</p> <p>Nourish NJ</p> <p>Office of the Food Security Advocate</p> <p>SNAP</p> <p>Summer EBT</p>
Increase partnerships with community-based organizations to increase awareness of programs and disseminate materials.	<p>1. Develop educational materials for non-traditional outreach efforts including maternal and child health services, religious organizations, medical centers, public health nurses, health educators, and others</p> <p>2. Link Navigating Hope to interested community organizations</p>	<p>1. Number and kinds of developed/tailored materials.</p> <p>2. List of community partners who were sent outreach materials.</p>	<p>Childcare centers</p> <p>Faith Community-Based Organizations</p> <p>Health Educators</p> <p>Local Health Departments</p> <p>Navigating Hope</p> <p>Office of Temporary Assistance</p> <p>Public Health Nurses</p> <p>Senior Centers</p>

			SNAP/Nourish NJ
Objective 4 - Promote linkages between farms/hunters, businesses, and food safety net service providers.			
Objective 5 - Increase access to healthy foods for individuals with transportation barriers.			
Strategy	Action Steps	Performance Indicators	Responsible Party
Develop partnerships between Faith Community-Based Organizations and programs for farms/community supported agriculture to increase access to fresh foods.	1. Develop/Expand new partnerships between Foodshed Alliance and faith-based organizations with food pantries and/or faith-based organizations in municipal food swamp areas.	1. Meeting minutes and emails; other communications regarding partnerships and programs.	Foodshed Alliance Interfaith Food Pantry Community Food Bank of NJ
Create or enhance linkages with senior/disability transportation for food delivery from pantries.	1. Match pantries with senior/disability transportation services	1. MOUs or other agreements between transportation services and food pantries annually.	Department of Aging Dial a Ride Service Hispanic Affairs (Dover) Interfaith Food Pantry Lyft/Uber/Taxis Meals on Wheels Morris Area Paratransit System (MAPS) Nourish NJ Senior Buildings

<p>Increase the number of sites offering fresh foods in the community.</p>	<ol style="list-style-type: none"> 1. Explore opportunities for non-traditional service providers to purchase fridges/freezers for fresh food distribution with a small grant from SNAP-ED 2. Outreach to ethnic food markets (Asian grocery stores, etc..) for donations to food banks sites. 	<ol style="list-style-type: none"> 1. List of non-traditional service providers who received grant information. 2. List of non-traditional service providers who applied for/received grant for 12 months and 24 months. 	<p>Community Food Bank Faith Community-Based Organizations Food Distribution Sites Food Trust Local Libraries Nourish NJ Schools SNAP Table to Table</p>
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Picture Acknowledgements:

Image 1: <https://www.vecteezy.com>

Image 2: <https://www.morrisparks.net>

Image 3: <https://njmonthly.com>

Image 4: <https://peopleimages.com>



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