

Governor Phil Murphy

Governor Murphy Launches Garden State Community Outreach Campaign to Connect New Jersey Residents with Cost Saving and Life Changing Programs

Posted on - 09/5/2024

TRENTON - Governor Phil Murphy today launched Garden State Community Outreach, a new statewide campaign designed to ensure eligible New Jerseyans and their families are aware of the vast state resources available to help them thrive, many of which are relatively new, and provide assistance in applying for or accessing them.

In 2018, the Administration set out to fulfill Governor Murphy's promise to create a "stronger and fairer" New Jersey. Together with partners in the Legislature, numerous cost-saving and life-changing programs have been created or expanded over the last seven years to boost affordability and improve access to critical health and mental health care. To make sure everyone is aware of these resources and knows how to apply for them, the Governor and the Legislature allocated American Rescue Plan funding to create a statewide marketing and outreach initiative to ensure every eligible resident is aware of how to take advantage of these resources.

"From day one, my Administration has been committed to building a stronger New Jersey where every family has equal access to opportunities that will help them thrive. Whether it's through affordable high-quality health care, access to nutritional food, assistance with utility payments, or historic levels of tax relief, we are leveraging these vital resources to build more resilient communities," **said Governor Murphy**. "Amidst the hustle of daily life, Garden State Community Outreach is designed to help ensure that every family is not only aware of these programs, but understands how to access them."

"Through Connecting NJ and Family Connects NJ, we are leading the nation in ensuring vital services and care are available for New Jersey moms and babies," **said First Lady Tammy Murphy**. "However, we must make certain everyone is aware of all the incredible resources and programs available to them. I'm thrilled we are taking on this marketing effort to ensure we reach every family in New Jersey."

As part of the comprehensive awareness campaign, a landing page has been created (<http://gardenstateoutreach.us/>) to help residents identify which programs they are eligible for and apply for them. Garden State Community Outreach will also include a team of canvassers conducting door-to-door outreach statewide and providing application assistance for a range of available resources. The team will begin door-to-door outreach across the state on September 9, and will also participate in a range of community events to further promote awareness.

The Garden State Community Outreach campaign will be promoting resources and programs across multiple departments, including those that provide access to quality, affordable health care; deliver life-saving mental health services; provide crucial assistance to keep the lights on and the heat running; deliver thousands of dollars in tax benefits, and the latest—Family Connects NJ, which is delivering nurses to the doorsteps of new families to promote healthy outcomes for newborns.

The campaign will assist New Jerseyans in determining which of the following programs they are eligible for and helping them apply:

- [Psychiatric Advance Directives \(<https://www.nj.gov/humanservices/njsnap/njsnap-ed/humanservices/dmhas/resources/mental/pad/index.html>\)](https://www.nj.gov/humanservices/njsnap/njsnap-ed/humanservices/dmhas/resources/mental/pad/index.html);
- [WorkFirstNJ \(<https://www.nj.gov/humanservices/wfnj/>\)](https://www.nj.gov/humanservices/wfnj/);
- [NJ Supplemental Nutrition Assistance Program \(NJSNAP\) \(<https://www.nj.gov/humanservices/njsnap/#:~:text=New%20Jersey's%20Supplemental%20Nutrition%20Assistance,such%20as%20income%20and%20res>\)](https://www.nj.gov/humanservices/njsnap/#:~:text=New%20Jersey's%20Supplemental%20Nutrition%20Assistance,such%20as%20income%20and%20res);
- [MyNJHelps \(<https://mynjhelps.gov/home>\)](https://mynjhelps.gov/home);
- [NJABLE \(<https://savewithable.com/nj/home.html>\)](https://savewithable.com/nj/home.html);
- [Family Connects NJ \(<https://www.familyconnectsnj.org/>\)](https://www.familyconnectsnj.org/);
- [NJ FamilyCare \(<https://njfamilycare.dhs.state.nj.us/>\)](https://njfamilycare.dhs.state.nj.us/);
- [NJSave \(<https://www.nj.gov/humanservices/doas/services/l-p/njsave/>\)](https://www.nj.gov/humanservices/doas/services/l-p/njsave/);
- [Winter Termination Program \(WTP\) \(<https://www.nj.gov/dca/dhcr/offices/wintertermination.shtml>\)](https://www.nj.gov/dca/dhcr/offices/wintertermination.shtml);
- [Payment Assistance for Gas and Electric \(<https://www.nj.gov/bpu/assistance/programs/>\)](https://www.nj.gov/bpu/assistance/programs/);
- [Lifeline Program \(<https://www.nj.gov/humanservices/home/digitalaccessforall.shtml>\)](https://www.nj.gov/humanservices/home/digitalaccessforall.shtml);
- [Comfort Partners Program \(<https://njcleanenergy.com/residential/programs/comfort-partners/comfort-partners/>\)](https://njcleanenergy.com/residential/programs/comfort-partners/comfort-partners/);
- [Low-Income Home Energy Assistance Program \(LIHEAP\) \(<https://www.nj.gov/dca/dhcr/offices/hea.shtml>\)](https://www.nj.gov/dca/dhcr/offices/hea.shtml);
- [NJFinLit \(<https://njfinlit.enrich.org/>\)](https://njfinlit.enrich.org/);
- [NJ Earned Income Tax Credit \(EITC\) \(<https://www.nj.gov/treasury/taxation/eitc/eitcinfo.shtml>\)](https://www.nj.gov/treasury/taxation/eitc/eitcinfo.shtml);
- [NJ Child Tax Credit \(CTC\) \(<https://www.nj.gov/treasury/taxation/individuals/childtaxcredit.shtml>\)](https://www.nj.gov/treasury/taxation/individuals/childtaxcredit.shtml); and
- [Senior Freeze \(property tax reimbursement\) \(<https://www.nj.gov/treasury/taxation/ptr/index.shtml>\)](https://www.nj.gov/treasury/taxation/ptr/index.shtml).

The campaign will also share information about critical supports and navigators, including:

- [988 Suicide & Crisis Lifeline \(<https://www.nj.gov/humanservices/dmhas/initiatives/988/>\)](https://www.nj.gov/humanservices/dmhas/initiatives/988/);
- [Connecting NJ \(<https://www.nj.gov/connectingnj/>\)](https://www.nj.gov/connectingnj/);
- [ReachNJ \(<https://nj.gov/humanservices/reachnj/>\)](https://nj.gov/humanservices/reachnj/); and
- [StopOverdosesNJ \(<https://nj.gov/humanservices/stopoverdoses/>\)](https://nj.gov/humanservices/stopoverdoses/).

The Garden State Community Outreach campaign is designed to have a lasting, positive impact on New Jersey communities by connecting residents with cost-saving and life-changing programs that are designed to meet their specific needs.

For more information on the Garden State Community Outreach program, visit [GardenStateOutreach.us](http://gardenstateoutreach.us) ([http://gardenstateoutreach.us/](http://gardenstateoutreach.us)).

For more information about the Garden State Community Outreach Team and how you can get involved, please contact us at info@gardenstateoutreach.us (<mailto:info@gardenstateoutreach.us>).

Governor Phil Murphy

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