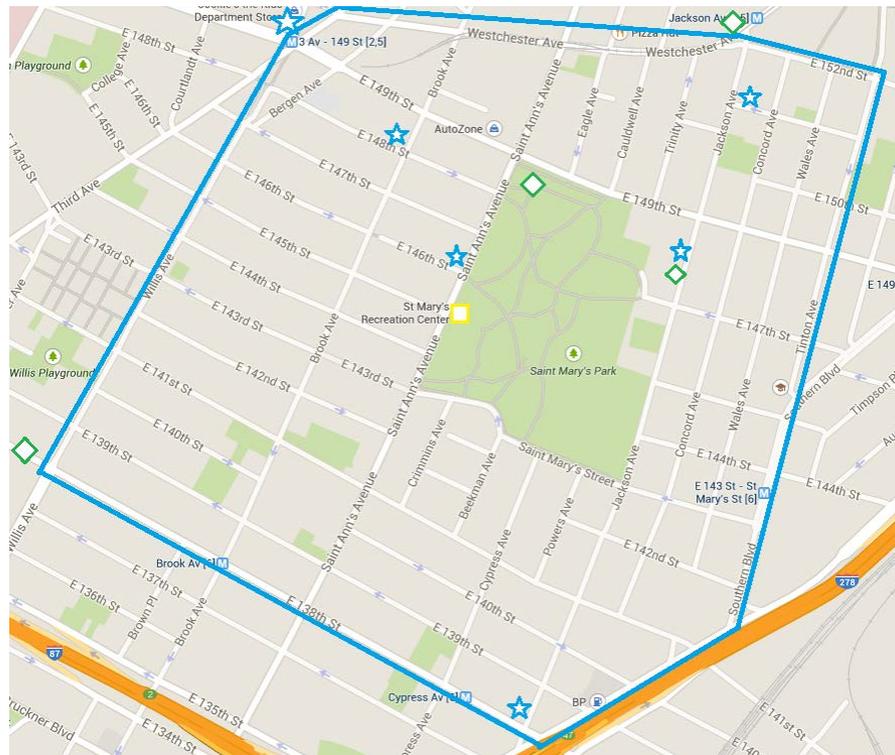


# Healthy Neighborhoods Fund Learning Collaborative Meeting

## MOTT HAVEN, SOUTH BRONX



**BronxWorks**  
June 16, 2015

**Kimberley Wong**  
Program Director

## **Cross Sector Partners and Collaborators**

- **City Harvest** – healthy grocery store, nutrition education, mobile market, community coalition
- **NYC Department of Health and Mental Hygiene** – technical assistance in data, healthy eating, active living strategies
- **Local Farmers Markets (Harvest Home, South Bronx FM)** – food access and education (cooking demonstrations)
- **Partnership for Parks** – fostering park stewardship and community events
- **Friends of St. Mary's Park** – park stewardship and advocacy; active living programming
- **New York Restoration Project** – The Haven Project aims to renovate the network of open spaces in Mott Haven and Port Morris

## Long-term Goal

We aim to increase access to and knowledge of healthy food and open spaces through community mobilization and place-based strategies in Mott Haven thereby decreasing rates of preventable chronic conditions such as diabetes.

## Top Accomplishments

- Strengthened the partnership: identified new key partners, fostered community buy-in, built network of beneficiaries
- Conducted a community profile and assessment of community resources: the population is young and not aware of available resources. Additionally, resources are not adequate to meet needs of community
- Clearly defined target population and strategies: community mobilization targeting children and families in Mott Haven through health education; farmers market/healthy retail promotion; and activating open spaces through park stewardship and physical activity

## Lessons Learned

- Collaborative work creates new opportunities and can produce a synergistic effect that expands the impact of the project
- The community is open and receptive to the proposed program activities and outreach is a great need
- A concise umbrella branding effort will be useful in the implementation of the program

## Key Challenge

The vision for the initiative is very grand and some areas are outside of the scope of the project. For example, housing and public safety cannot be addressed directly through this initiative, but we will continue to stay engaged around these issues which ultimately have an effect on health.

## Question

How do you measure increased capacity by the partnership to promote healthy eating and active living?