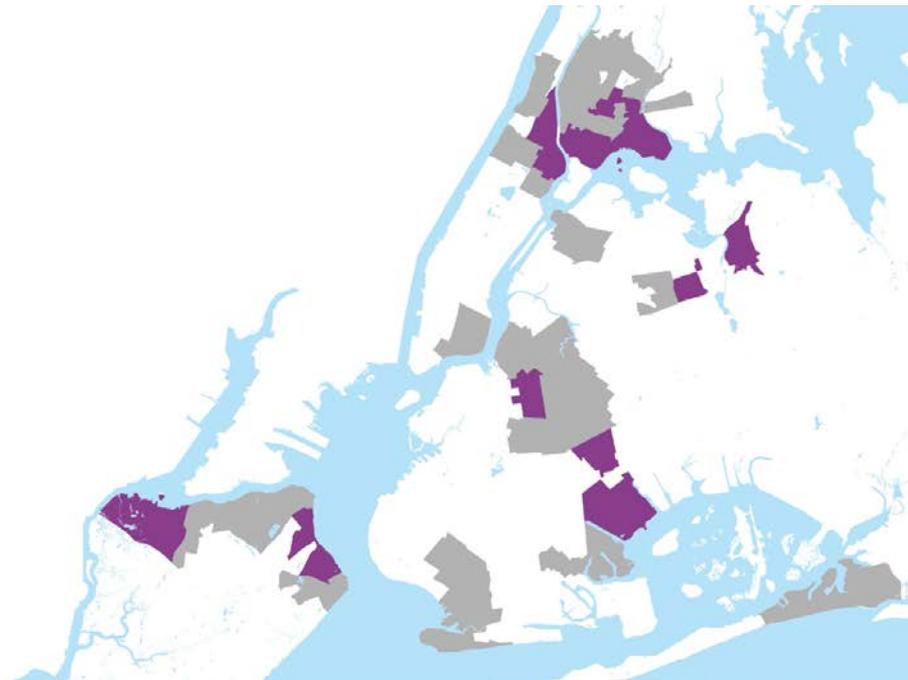
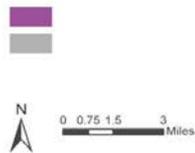


Healthy Neighborhoods Fund Learning Collaborative Meeting

Brownsville (Brooklyn)
Bed-Stuy (Brooklyn)
Canarsie (Brooklyn)
Mott Haven (Bronx)
Hunts Point (Bronx)
Morrisania (Bronx)
East Harlem North (Manhattan)
Central Harlem North-Polo Grounds
Flushing (Queens)
Corona (Queens)
Mariners Harbor (Staten Island)
Stapleton-Rosebank (Staten Island)



Building Healthy Communities

Tara Singh, MOCJ

September 20, 2017

BHC | BUILDING HEALTHY COMMUNITIES

Building Healthy Communities is a Mayoral Initiative to **reduce disparities** and **improve health outcomes** in 12 high need neighborhoods.

A **place-based** approach to **Health Equity**:

- Connecting City resources to community based partners and priorities
- Facilitating cross agency collaboration
- Maximizing collective impact

Neighborhood Matters

NYC neighborhoods with the highest rates of poverty and violence have the most neglected parks, lowest access to healthy food, and bear the heaviest burden of chronic disease



- **Life expectancy** for residents in Brownsville is 11 years shorter than residents in the Financial District.
- At least 25% of residents in high poverty neighborhoods report **no physical activity** in the last 30 days.
- **The violent assault rate** in the Bronx is 80% higher than NYC as a whole.
- The rate of **severe crowding** in Corona is almost twice that of NYC as a whole.

12 NYC Neighborhoods

- Selected for evidence of **NEED**
 - High rates of poverty
 - High population density & growth
 - Lack of access to open space
 - Historically low investment in parks
 - High rates of violent crime
 - No exercise in last 30 days
 - Self-reported fair or poor health status
 - Psychological distress
 - High rates of obesity and diabetes
- Cross agency **OPPORTUNITY**
 - NYC Parks' Community Parks Initiative
 - NYC DOHMH's Neighborhood Health Action Centers
 - Mayor's Action Plan for Neighborhood Safety
 - Urban Agriculture Initiative at NYCHA
 - Housing New York Plan



Essential ingredients for all neighborhoods

1. Farm fresh food access
2. Safe, vibrant public spaces
3. Free fitness for all ages
4. Connected communities

BHC | BUILDING HEALTHY COMMUNITIES

Key Partners and Collaborators



MAYOR'S OFFICE
OF
STRATEGIC PARTNERSHIPS



NYC Parks



NYC Parks
GreenThumb



NEW YORK CITY
HOUSING
AUTHORITY



NYC
FOOD



GARDEN • TEACH • RECYCLE
grow
NYC
GREENMARKET



NEW YORK CITY
DOT



NYC
Health



NYC Criminal
Justice



NYC
Mayor's Community
Affairs Unit



HARVEST
HOME



NYS HEALTH
FOUNDATION
Improving the state of New York's health



ACTIVE LIVING
BY DESIGN
Catalyst for a culture of health

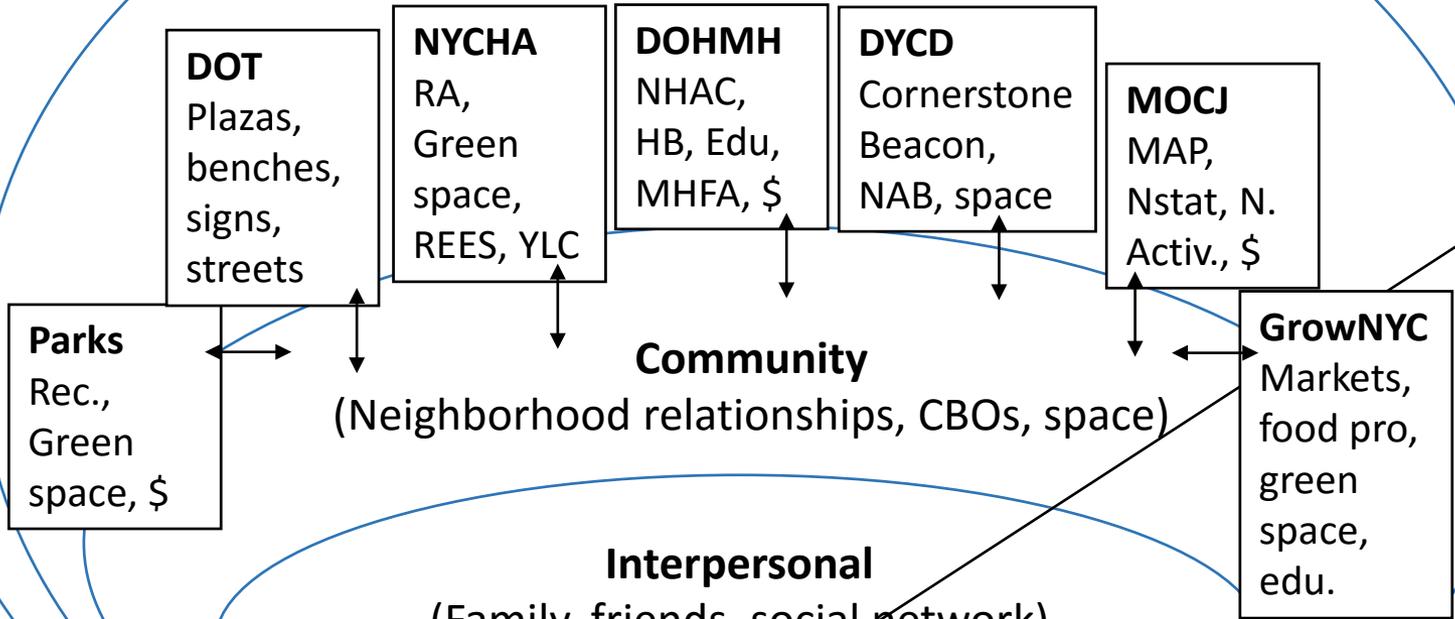


THE NEW YORK
COMMUNITY TRUST
NYCT

Policy Environment



Agencies/Institutions

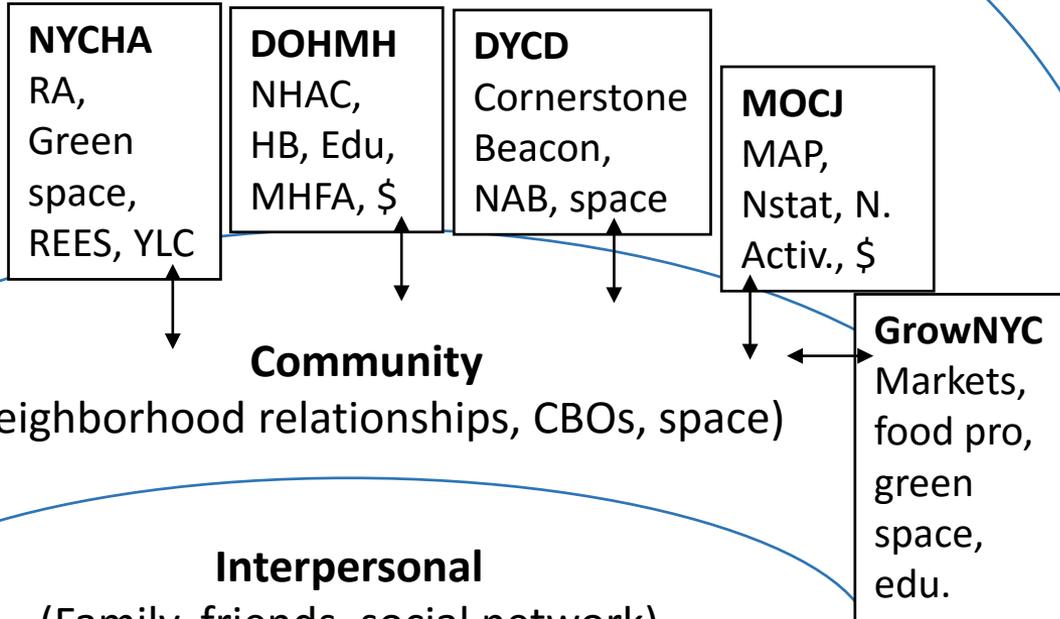




**BUILDING
HEALTHY
COMMUNITIES**

Policy Environment

Agencies/Institutions



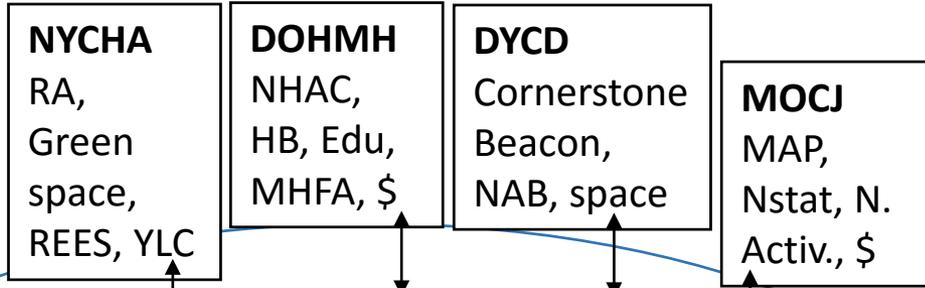
Community
(Neighborhood relationships, CBOs, space)

Interpersonal
(Family, friends, social network)

Individual

Policy Environment

Agencies/Institutions



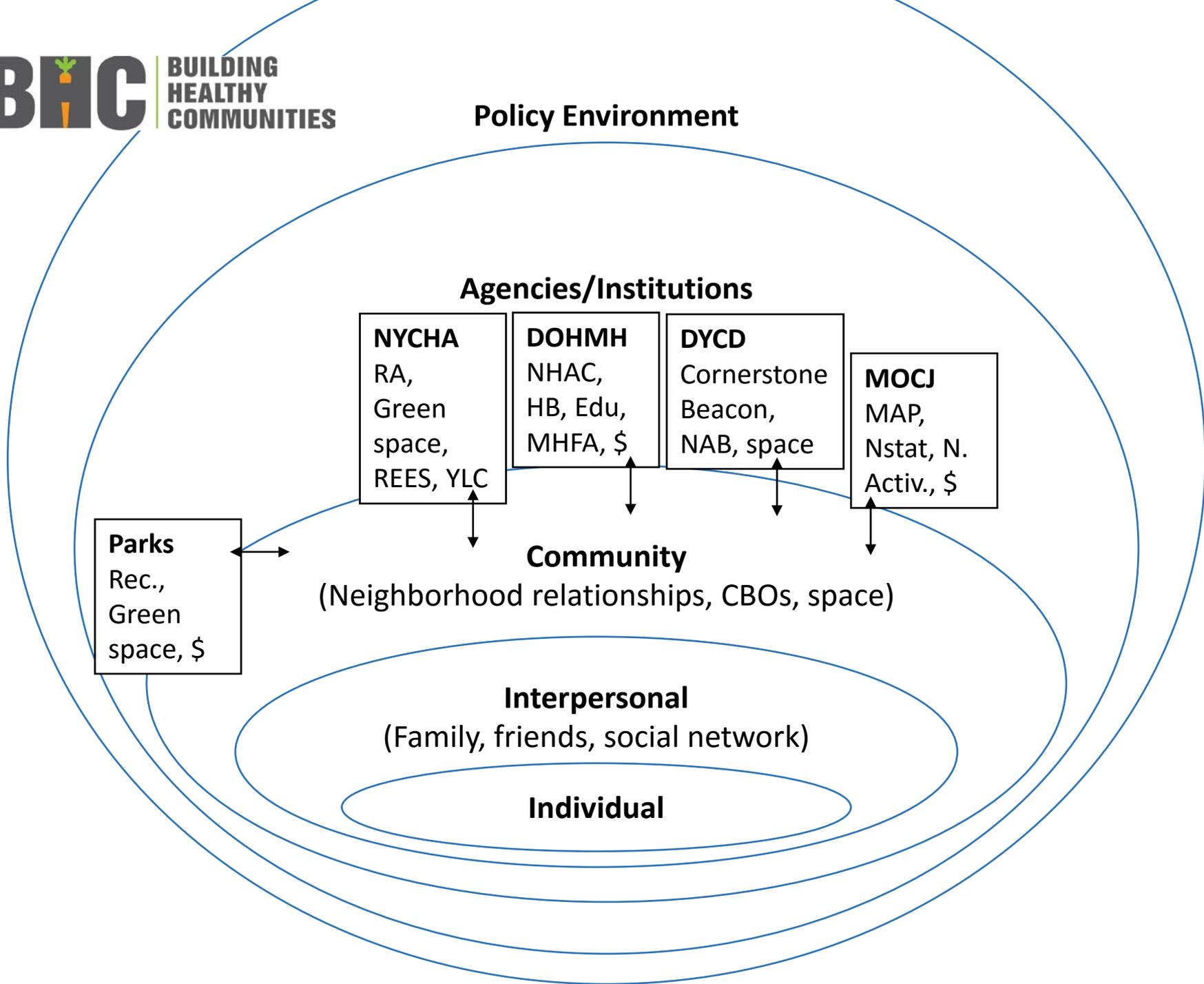
Community

(Neighborhood relationships, CBOs, space)

Interpersonal

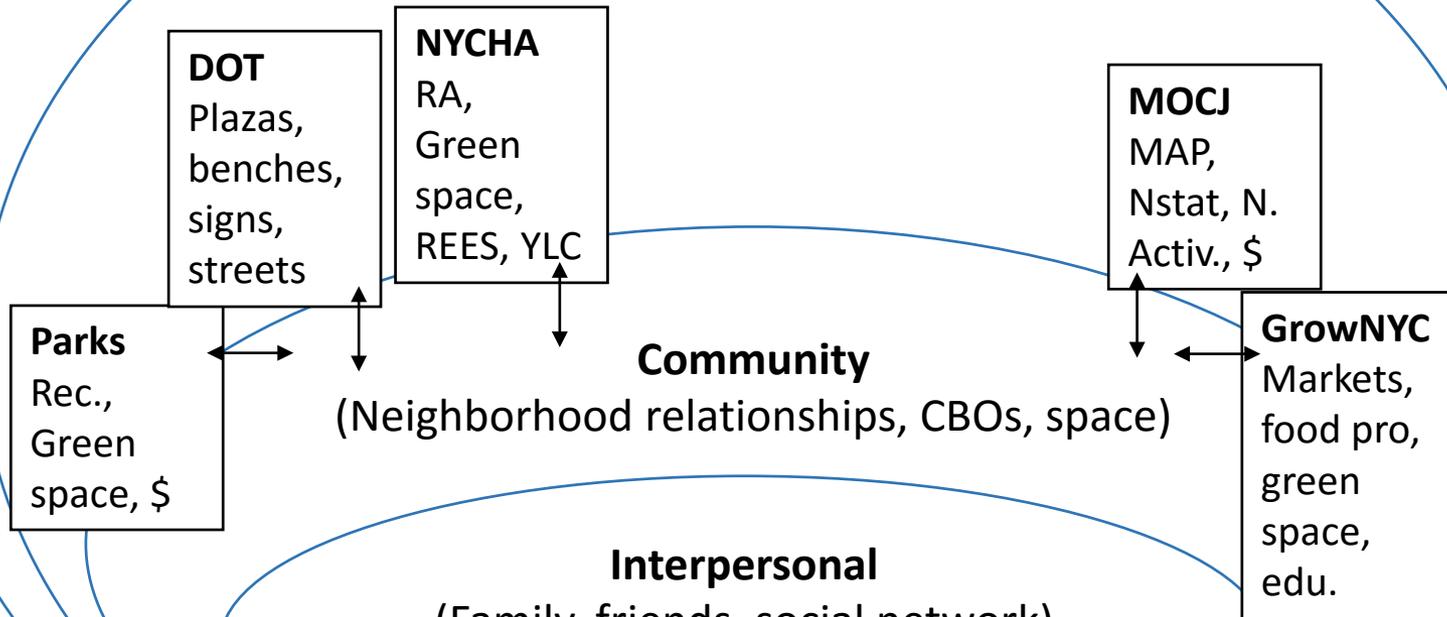
(Family, friends, social network)

Individual



Policy Environment

Agencies/Institutions



DOT
Plazas,
benches,
signs,
streets

NYCHA
RA,
Green
space,
REES, YLC

MOCJ
MAP,
Nstat, N.
Activ., \$

GrowNYC
Markets,
food pro,
green
space,
edu.

Parks
Rec.,
Green
space, \$

Community

(Neighborhood relationships, CBOs, space)

Interpersonal

(Family, friends, social network)

Individual

Farm Fresh Food

BHC is increasing access to healthy food for low income communities through a growing network of farmers markets, farm shares, and food-producing farms and gardens run by residents, youth and neighborhood organizations

BHC Investment

- ❖ BHC is building 5 new urban farms at NYCHA developments, which will distribute more than 10,000 lbs of fresh produce each year to residents. The farms employ young NYCHA residents through an AmeriCorps program, Green City Force. In 2016, 3 urban farms were built in Brownsville, Canarsie, and East Harlem.
- ❖ BHC supported 12 Youthmarkets and Fresh Food Boxes across six neighborhoods.
- ❖ With Green Thumb, BHC awarded small grants to 11 community gardens to expand their capacity to grow and distribute fresh produce locally.
- ❖ BHC supported school gardens and nutrition education programs in the South Bronx, Staten Island, and Queens.

Public Support

- ❖ NYC DOHMH's Neighborhood Health Action Centers in East Harlem, the South Bronx, and Central Brooklyn provide strong leadership for school wellness committees, nutrition education, and the Shop Healthy Program. With support from the USDA, DOHMH is expanding Health Bucks incentives from five months to year-round.
- ❖ GrowNYC's Grow to Learn school garden program is supported through staffing at NYC Parks and funding from the Department of Education.

Safe, Vibrant Public Spaces

Recognizing that healthy choices are supported by safe, healthy spaces, the City is making major investments in neighborhood infrastructure and physical connectivity

BHC Investment

- ❖ In partnership with the US Soccer Foundation, NYC Football Club, and Adidas, the City will build 50 soccer fields across the City, paired with youth training. The first 4 soccer pitches in BHC neighborhoods are in construction and will start programming in Spring 2018.
- ❖ BHC is encouraging schools to make their schoolyards more green and active. We have provided grants to 14 schools with DOHMH.
- ❖ BHC has funded 21 community based organizations to lead walking tours, fitness programs, street closings, and park programs.

Public Support

- ❖ NYC Parks is investing in playground renovations in all 12 of BHC's neighborhoods. \$60 million was recently committed to St. Mary's and Betsy Head Parks – two parks where BHC has been working with strong community coalitions.
- ❖ NYC DOT is expanding Citi Bike across Harlem, improving walkability of neighborhoods through enhanced street safety and new signage, building new plazas, and supporting Plaza Equity by providing subsidies to community stewardship partners.
- ❖ The Mayor's Action Plan for Neighborhood Safety is making major investments in NYCHA developments to enhance public safety, including permanent new lighting, security cameras, improved doors and access, and renovations to community centers.

Free Fitness for All Ages

The City is expanding access to physical activity by increasing free exercise programming and tailoring it to different populations

BHC Investment

- ❖ BHC is working with NYC Parks to expand culturally appropriate and language-specific Shape Up NYC instruction for low income residents. In 2016, we piloted Spanish Language training for Shape Up NYC in East Harlem, resulting in 30 trained instructors. In 2017, we are offering neighborhood-specific training for 50 new instructors in Brownsville and Spanish language training in the South Bronx.

Public Support

- ❖ Through the Mayor's Action Plan for Neighborhood Safety, Shape Up NYC classes have expanded to 8 NYCHA community and senior centers in BHC neighborhoods. NYC Parks Kids in Motion program is also providing supervised play at nearby playgrounds during the summer months.
- ❖ The City is funding the Police Athletic League to use sports to positively connect cops and kids through summer play streets, school-year sports leagues, and year-round teen centers in all 12 BHC neighborhoods.

Connected Communities

BHC is improving place-based information sharing and problem solving to better support community efforts to promote and steward healthy neighborhoods

BHC Investment

- ❖ The Fund for Public Health NYC hired a Project Manager to connect public resources and support for key projects to community partners across our 12 BHC neighborhoods.
- ❖ In partnership with DOT, BHC developed a Neighborhood Map & Guide to promote healthy opportunities. 20,000 maps have been printed and distributed for the South Bronx, Brownsville, and East Harlem.
- ❖ BHC has met with over 200 community based organizations and convened interagency meetings to coordinate City efforts in BHC neighborhoods.

Public Support

- ❖ The NYC DOHMH is launching Neighborhood Health Action Centers in Brownsville, East Harlem, Morrisania, and Bedford Stuyvesant to serve as centers for community information, engagement and action.
- ❖ Interagency Task Force models being utilized across geography and topic.
- ❖ The Mayor's Action Plan for Neighborhood Safety is leading NeighborhoodStat, bringing leadership from NYCHA, NYPD and other agencies together with residents and community partners to collectively problem solve at 15 housing developments with high rates of violence.

BHC | BUILDING HEALTHY COMMUNITIES

Case Study



BHC BUILDING HEALTHY COMMUNITIES

Case Study



BHC BUILDING HEALTHY COMMUNITIES

Case Study



Reflection

- What's new, where are we now, what have we learned?
 - ❖ You don't know what you don't know
 - ❖ Common strategies and objectives
 - ❖ Keep trying new things

Reflection

- ❖ What are the challenges to integration?
 - Claiming v. Framing
 - Can be hard to explain or understand
 - Strategies and priorities can be in tension with each other
 - Running on separate tracks rather than relay race/obstacle course
 - Prescribing solutions and working backward to the problem v. examining the problem and building/layering solution from that point

- ❖ What are the reasons for it?
 - Common objectives
 - More effective and powerful results
 - Different strengths and perspectives
 - Information rich rather than scattered and fragmented
 - Neighborhood fatigue v. trust
 - Place based work reflects the reality of each community

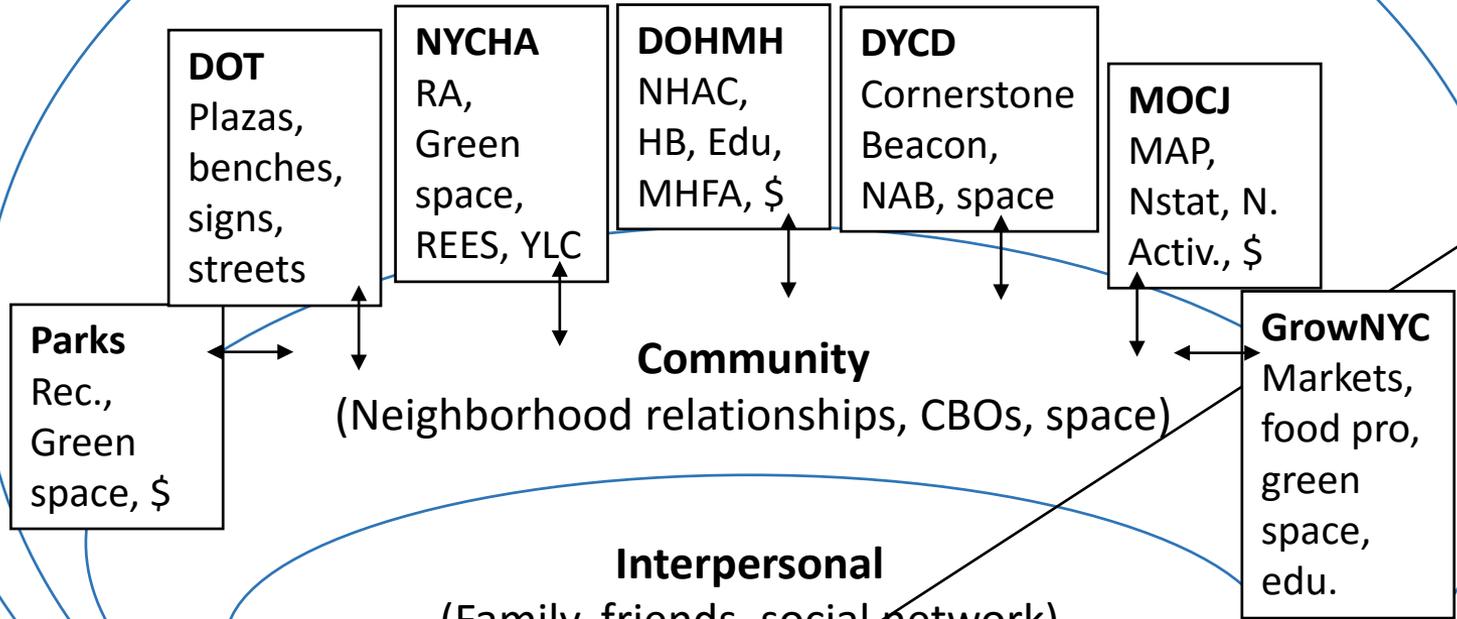
Questions?

Activity:

- 20-30 minutes:
 - Activity: Think of a time/project that involved integration (could have been done well/in need of improvement)
 - In an ideal world, what other resources? How?
 - *Integration – all have stake v. all informed***
 - Groups break out
 - Present back

Policy Environment

Agencies/Institutions



Community

(Neighborhood relationships, CBOs, space)

Interpersonal

(Family, friends, social network)

Individual

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[NYC.gov/healthycommunities](https://www.nyc.gov/healthycommunities)

Thank You!

