



Healthi Kids in Rochester, NY Lessons from the Field

December 1, 2017

Overview

1. Healthi Kids: Who We Are

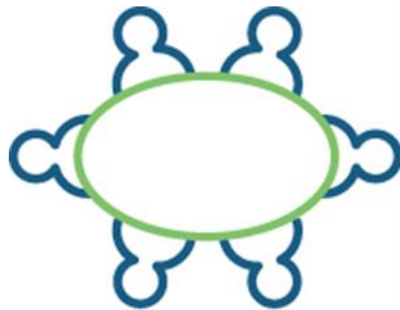
2. Building Sustainability: Lessons from the Field

3. Key Takeaways

Common Ground Health



Data



Convening



Clinical
Innovation



Community
Health

A community coalition working for healthier, more active children in Rochester



Healthi Kids Vision

All of our children and youth have safe places for active play and healthy food to eat at home, in school, and in neighborhoods.



Healthi Kids Change Agenda

↑
Parent and Family Engagement
↓



BETTER
school food



SAFER
play areas in communities



> 60 MINUTES
of in-school physical activity



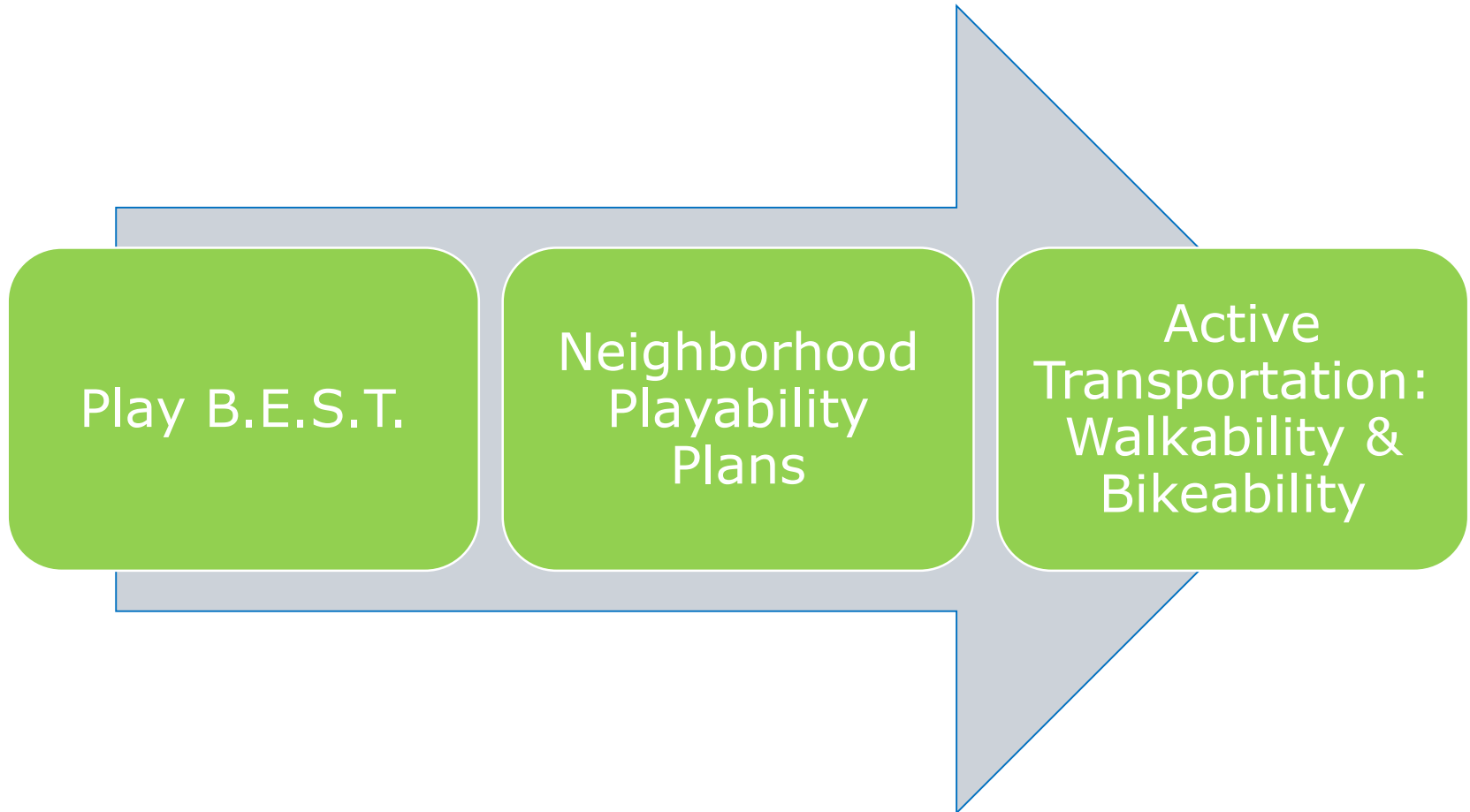
HEALTHY
foods in neighborhoods



WALKABLE
bikeable, accessible communities

From “Playability Planning” to “Play ROCs”

Playability Planning





#PlayROCs

School 19 - Rochester, NY



Photo: Healthi Kids

Happy feet - York, PA



Photo: Bring on Play York

PHILLIS WHEATLEY COMMUNITY LIBRARY

33



STORY WALK



STATE OF PLAY

GREATER ROCHESTER & THE FINGER LAKES

ANALYSIS AND RECOMMENDATIONS



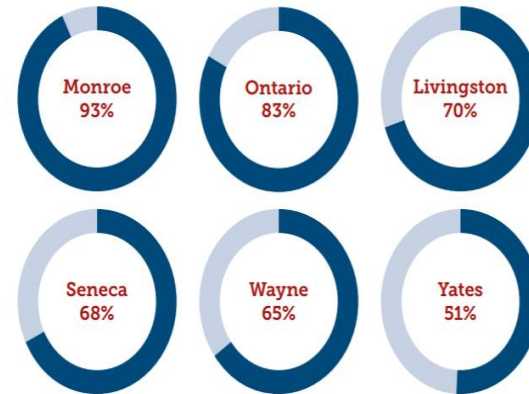
THE STATE OF PLAY IN GREATER ROCHESTER AND THE FINGER LAKES

SCOREBOARD

PERCENTAGE OF TOTAL POPULATION WITH ADEQUATE ACCESS TO PHYSICAL ACTIVITY LOCATIONS

Individuals have adequate access for opportunities for physical activity if they:

- Reside in a census block within a half mile of a park, or
- In urban census blocks: reside within one mile of a recreational facility, or
- In rural census blocks: reside within three miles of a recreational facility.



This data is drawn from the Robert Wood Johnson Foundation's 2017 County Health Rankings report, which assesses various factors impacting the health of youth and adult populations. Locations for physical activity are defined as parks or recreational facilities. Parks include local, state, and national parks. Recreational facilities include a wide variety of nonprofit and for-profit facilities including gyms, community centers, YMCAs, dance studios, and pools.

WHERE DID THE NEIGHBORHOOD GAMES GO?

Sports and activities that kids do near their homes, according to our household survey



YOUTH WITH SPECIAL NEEDS

7% of youth in Greater Rochester and the Finger Lakes have a disability and require assistance to participate in sports. Low-income families (12%) are almost 2x as likely to have a child with special needs.

Summer Meals: From “programs” to “partnerships”



"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."



BECOME A SITE

School's out. Summer's in.

SUMMER MEALS

FREE FOR KIDS 18 AND UNDER

FIND A SITE NEAR YOU



Rochester Summer Meals Sample Menu *

Meal	Monday	Tuesday	Wednesday	Thursday	Friday
Breakfast	<ul style="list-style-type: none"> Whole grain cereal Gold fish grahams 100% Fruit Juice 1% milk 	<ul style="list-style-type: none"> Whole wheat bagel Cream cheese / jelly Fresh fruit 1% milk 	<ul style="list-style-type: none"> Granola bar Yogurt Fresh fruit 1% milk 	<ul style="list-style-type: none"> Apple cinnamon muffin Margarine Fresh fruit 1% milk 	<ul style="list-style-type: none"> Whole grain cereal Cheese stick Craisins 1% milk
Lunch	<ul style="list-style-type: none"> Turkey ham & cheese sandwich on whole wheat bread with mayonnaise pc Lettuce and sliced tomato Apple 1% milk 	<ul style="list-style-type: none"> BBQ chicken salad plate with lettuce and whole wheat pita points Grape tomatoes w/ ranch pc Diced peaches 1% milk 	<ul style="list-style-type: none"> Turkey ham salad sandwich on whole wheat bread with lettuce Cucumber tomato salad Plum 1% milk 	<ul style="list-style-type: none"> Curry chicken salad with whole wheat pita points Celery and peppers Pineapple chunks 1% milk 	<ul style="list-style-type: none"> Fiesta wrap- with beans, cheese, brown rice on a whole wheat tortilla Marinated vegetable salad Banana 1% milk
Breakfast	<ul style="list-style-type: none"> Blueberry pomegranate oat bar Fresh fruit 100% fruit juice 1% milk 	<ul style="list-style-type: none"> Whole grain cereal Yogurt 100% Fruit Juice 1% milk 	<ul style="list-style-type: none"> Whole wheat bagel Sun butter, jelly/margarine Fresh fruit 1% milk 	<ul style="list-style-type: none"> Blueberry muffin Margarine Fresh fruit 1% milk 	<ul style="list-style-type: none"> Pop tart Craisins Fresh fruit 1% milk
Lunch	<ul style="list-style-type: none"> Turkey bologna sub sandwich on whole wheat bread with mayo/mustard Carrot sticks w/ ranch Fresh fruit 1% milk 	<ul style="list-style-type: none"> Chicken Caesar salad w/ tomatoes, cucumber, romaine lettuce, parmesan cheese Bread stick Fresh fruit 1% milk 	<ul style="list-style-type: none"> Turkey w/ whole wheat roll, condiments Carrot raisin salad Fresh fruit 1% milk 	<ul style="list-style-type: none"> Chef salad w/ diced turnkey, low fat cheese, lettuce, tomato, low fat dressing Whole wheat dinner roll Fresh fruit 1% milk 	<ul style="list-style-type: none"> Cajun chicken sandwich on a whole wheat roll 100 % fruit juice Seasonal fruit 1% milk

* This menu is a sample of what youth participants might be served at a Summer Meals location. Menu items vary across sites and may differ from what is shown on this menu. **Please dial 2-1-1 to find a meal location near you.**



Summer Meals
On Wheels

KIDS 18 AND UNDER EAT FREE HERE!

FOR HELP
If you need
assistance
entering
or exiting
the truck

AND
JUSTICE
FOR ALL

nk
ared



INSLEY
MIDDLE



- Know what you are trying to sustain
- Continually revisit goals and measures
- Policy, systems, and environmental change
- Find the right leverage points
- Activate the grassroots and treetops
- Stay nimble and seize opportunities
- Communicate and celebrate to build momentum



Data-driven collaboration and innovation
from the Finger Lakes region



1150 University Ave, Rochester, N.Y. 14607-1647 (585) 224-3101 commongroundhealth.org