

## Healthy Neighborhoods Learning Collaborative Meeting

**June 2018**

On June 27, 2018 Healthy Neighborhoods partners participated in a leadership training opportunity through [Coro New York Leadership Center](#). They were then able to local partnership efforts to build a healthier community by participating in a bus and walking tour of the Niagara Falls community. Communications and messaging of project impact were the focus of following day, June 28. Convening participants learned about the findings and lessons from the first three years of the Healthy Neighborhoods initiative and key elements for funding proposals. They also received training on how to effectively message their Healthy Neighborhoods work from experienced marketing and communications professionals. Healthy Neighborhoods partners ended the learning collaborative by meeting in small groups with the presenters of their choice and working with their community partners to identify the next steps that they would take upon arriving home. Attendees included partners from the Healthy Neighborhood sites, the [New York State Health Foundation](#) (NYSHealth), the [New York Community Trust](#) (NYCT), Healthy Places By Design, the NYU Evaluation Team, and other partner organizations.

- [Participant Contact List](#)
- [Speaker Biosketches](#)

Presentation slides and resources are hyperlinked within the agenda below.

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**Wednesday, June 27 | Niagara Falls, NY | 8:30 am – 7:30 pm**

### **Coro Leadership Workshop**

*Molly Rodau, Director, Training and Consulting, Coro New York Leadership Center*

New York State Health Foundation (NYSHealth) and New York Community Trust (NYCT) sponsored the [Coro New York Leadership Center](#) to provide a year-long, leadership training for Healthy Neighborhood grantees that began with this workshop. The goal of this training opportunity was to support sites in increasing their effectiveness as leaders and advocates in communities. Coro is a leadership training organization with a community of 2,500 alumni, who work across business, government, philanthropy, and nonprofit sectors to shape the future of the organizations and communities in which they live and work.

### **The City that Hosts the Falls: A Tour of the Niagara Falls Community**

*Welcome and Overview by Partners from the Create a Healthier Niagara Falls Collaborative*

Healthy Neighborhoods partners experienced the many sides of Niagara Falls on a tour that highlighted both the city's natural beauty and its diverse neighborhoods. The bus tour included interactive opportunities to learn about food access and successfully activated spaces, with stops at

the 91st Street Park, Main Street, and Niagara Falls. The tour also highlighted the Dream Garden, a resident-led effort to rehabilitate a vacant lot and employ local youth, and the Highland neighborhood, where many of the Collaborative's efforts began.

- [Niagara Falls Community Tour](#)

## Networking Dinner

While enjoying a delicious and healthy meal, and participants engaged in informal conversations and networking with partners from fellow Healthy Neighborhoods sites, NYSHealth, NYCT, Healthy Places By Design (formerly known as Active Living By Design), New York University Evaluation Team, and other invited guests.

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**Thursday, June 28 | Niagara Falls, NY | 8:45 am – 4:00 pm**

## Communicating Your Healthy Community Impact

### Welcome, Reflections on Day 1 and Overview of Day 2

*New York State Health Foundation (NYSHealth)*

*New York Community Trust (NYCT)*

### Evaluating Healthy Neighborhoods and Sharing What We've Learned

*Paul Tainsh, Senior Evaluator, New York University (NYU)*

During this session, participants heard findings and lessons from the first three years of the NYU Team's evaluation of the Healthy Neighborhoods initiative. NYU also shared the team's shifting approach to document community impacts beyond built environment changes.

- [Evaluation of the New York State Healthy Neighborhood Fund Initiative](#)

### Key Elements for Funding Proposals

*Bronwyn Starr, Program Officer, NYSHealth*

*Irfan Hasan, Program Director, NYCT*

Experienced Foundation and Trust leaders presented information about essentials to communicate when developing proposals to potential funders of their Healthy Neighborhoods work.

- [Funding Proposals with NYSHealth and NYCT](#)

### Lunch and Conversations

Participants shared a healthy meal with partners from other Healthy Neighborhood sites, and continued to engage in informal networking and collaborative learning.

### Communicating Your Impact through Effective Messaging

*Katie Krawczyk, Partner and President, 19 IDEAS*

*Jon Tashjian, Director of Public Relations and Communications, 19 IDEAS*

During this session participants learned from experienced communications and marketing professionals from *19 IDEAS*, an organization based in Buffalo that uses creative approaches to help mission-driven organizations serve their communities. Katie and Jon helped participants learn best practices to formulate effective messages that highlight accomplishments and impacts of their Healthy Neighborhoods work. Participants also learned tips and tools to apply to presentations, funding proposals, and communications with key stakeholders and audiences.

- [19 IDEAS – Strategic Communication](#)
- [Charity: Water – Video](#)
- [Start Your Movement – TED Video](#)

### **Concurrent Discussion Sessions and Open Space**

This session allowed participants to choose a discussion group for deeper interactive conversations with presenters. The groups enabled partners from each site to actively engage and contribute by asking questions, and sharing ideas and resources. Participants also had the option to use this time for “open space” one-on-one or small group conversations between peer communities.

- *Evaluation with NYU*
- *Funding Proposals with NYSHealth and NYCT*
- *Effective Messaging with 19 IDEAS*
- *Open Space conversations with peer communities*

### **Bringing It Home to Your Community**

Participants used this time to debrief with their community partners about the day’s sessions and identify next steps they would take when they returned to their communities.

### **Reflections and Input from Sites**

*NYSHealth, NYCT, and Healthy Places by Design Staff*

This participatory session allowed the Healthy Neighborhoods sites and partners to share their reflections from the two-day convening, and identify exciting and promising actions to take in their communities.