



Healthi Kids Staff Summary July – Dec 2018

Hello Coalition Members,

2018 has been a year of learning and reflection for Healthi Kids staff. Building on our collaborative success promoting childhood healthy weight, we have developed an agenda to advance whole child health for kids in Rochester, Monroe County, and the entire Finger Lakes region. Staff spent much of the spring and summer listening to community stakeholders about the challenges facing our youngest children and researching creative solutions to ensure that all children birth to age eight get off to a healthy start. Based on input from **over 70** community members, we have crafted our whole child agenda to respond to the unique needs of our communities and leverage opportunities at the local and state level.

In addition to our planning efforts, Healthi Kids staff have been hard at work this second half of the year continuing to advocate and implement solutions to improve the health of kids. Below are the highlights of what we've been up to. Stay tuned for the 2018 Year in Review and Advocacy Report to be released in early 2019.

Healthi Kids in Schools:

- **Parent Liaison Workshop:** In partnership with Rochester City School District (RCSD) Office of Parent Engagement, Healthi Kids organized a day of professional development for RCSD parent liaisons and home school assistants. The training brought in experts on whole child health, trauma informed practices, and effective models of parent and family engagement.
- **Food Service Worker Training:** In October, Healthi Kids held our 5th training for food service workers and lunch aides in the RCSD. The training drew nearly 60 participants who learned the importance of focusing on the whole child, how to create safe spaces and build relationships with children, the importance of customer service, how to talk about nutrition, and of course positive behavior management techniques. Partners included Playworks, Wegmans, Society for Protection and Care of Children, and the Children's Institute.
- **Inclusive Physical Activity in Schools:** Having successfully advocated for the RCSD wellness policy to include a requirement for inclusive physical activity, Healthi Kids partnered with the Strong Center for Developmental Disabilities and Rochester Accessible Adventures to host two trainings for teachers and paraprofessionals. To



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support what they learned, Healthi Kids provided inclusive recreation materials to schools that are easy to use for all kids. Led by Alicia Evans, this work was recognized by the New York State Department of Health.

- **Yoga and Mindfulness in the Classroom:** Continuing to foster environments that are supportive of all kids, we also brought classroom yoga training to Rochester. We hosted trainings: 1 on Yoga 4 Classrooms and the other on Yoga and Mindfulness for Kids with Special Needs. 80 people came to the trainings and people are still asking for more. Teachers, paraprofessionals and some parents joined in on the training. We were also able to provide participants with Yoga 4 Classroom card decks and yoga mats to support the implementation of the training at the building level.
- **Community Schools:** Moving into year four of our Creating Healthy Schools and Communities (CHSC) grant through New York State Department of Health, we graduated several of the schools we have been working with for the last three years and added new schools to our portfolio. Out of the 9 RCSD schools that we currently work with through CHSC, 6 are community schools (3, 8, 9, 18, 22, RISE). We're excited about this expansion as community schools across the district are looking for partners to support this work and also are open to champion health and wellness activities.

Healthi Kids in Neighborhoods:

- **Beechwood Story Walk:** Building on the success of the Story Walk at Phillis Wheatley Library, Healthi Kids worked with Beechwood Neighborhood Association, Sully Branch Library, Ryan Center, School 33, and Friends and Foundation of Rochester Public Library, to develop a story walk at the shared library/school/R Center campus. Kids attended a summer story writing and illustration program at Ryan Center where they worked with artist Shawn Dunwoody, writer Lisa Johnson, and youth mentors from East High School, to develop an original illustrated story. A sidewalk mural was painted on campus and story board posts were installed to house the story when it is finalized and printed this winter.
- **Complete Streets Makeover:** Working with ReConnect Rochester, City of Rochester, Stantec, Beechwood Neighborhood Association, and others, Healthi Kids performed a Complete Streets Makeover. The public nominated dozens of potential intersections and streets in need of change, and a steering committee selected Parsells Avenue and Greeley Street as the winning entry. Neighbors worked with transportation professionals to redesign the intersection, and rubber curbs, bollards, and paint were used to create a temporary intervention that can serve as a model for permanent



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changes. The entire process was captured by filmmakers, and a short film was shown at The Little Theater as part of ReConnect Rochester's Street Films series.

- **Drive 2B Better:** Healthi Kids joined 15 other local groups to launch a traffic safety ad campaign. The ads ask drivers to remember the three S's of safe driving: slowing down, scanning for pedestrians, spacing their vehicle at least three feet away from bicyclists. The campaign's website features important safety tips for drivers. Test your knowledge on making our local streets safer for kids and families to walk, bike, and play at drive2bbetter.org.
- **Healthy Food Access:** Healthi Kids continued work around access to healthy food, providing encouragement, technical assistance, marketing materials, and equipment to three more corner/convenience stores in the City of Rochester, helping them increase healthy options available in neighborhoods.
- **Worksite Wellness:** As a key component of our Creating Healthy Schools and Communities work, Healthi Kids continues to support staff wellness through our worksite wellness efforts. With a focus on youth serving organizations, we began working collaboratively with the City of Rochester's Department of Recreation and Youth Services. Efforts are underway to develop healthy policies across the department as well as individual R-Centers. Flint and Campbell Street R-Centers chose to purchase physical activity equipment for staff and kitchen equipment to support making healthier food for staff and utilize produce from R-Center gardens. Work has recently begun with Avenue D and the Ryan Center as well as Foodlink. We'll also be practicing what we preach and reinvigorating worksite wellness efforts here at Common Ground Health!

Play ROCS:

- **PlayROCs Your Neighborhood:** Healthi Kids coordinated the third annual PlayROCs Your Neighborhood in July 2018. This coordinated day of play had 32 locations throughout the city with over 2000 kids and family members in attendance. Over 50 organizations, neighborhood groups, libraries, and churches rallied together to pull off the day and to spread the message on the importance of play in neighborhoods.
- **Play streets:** Building off of a successful pilot in 2017, Healthi Kids partnered with the Beechwood and Project HOPE neighborhoods to provide 17 days of play throughout the summer. Neighborhood leaders and champions closed down their streets and provided safe play opportunities for kids right in their own neighborhoods. Having fine-tuned the model, Healthi Kids and our partners are now working with the Department of Recreation and Youth Services to create play streets legislation and a program that will



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allow neighbors around the city to host play streets for free. The department will also host a Playworks training in the new year and invite residents to participate.

- 10 Minute Walk to Park: Rochester was one of 12 cities to receive the 2018 National Recreation and Park Association's "10-Minute Walk" Grant to ensure all residents have access to high-quality parks within a 10-minute walk. Healthi Kids continued to work alongside the city as a project partner.
- Corridor of Play: The national nonprofit [KaBOOM!](#) and the [Ralph C. Wilson Foundation](#) granted \$70,000 for a new "Corridor of Play" along Court Street downtown. This interactive play trail will link the Central Library and [ROC the Riverway projects](#) with the Strong Museum of Play. The trail will include musical instruments, sidewalk games and river-oriented features. Project partners are Healthi Kids, the City of Rochester, Rochester Public Library, Friends and Foundation of Rochester Public Library, The Strong Museum of Play, artist Shawn Dunwoody, among others.
- Comprehensive Plan Advocacy: Healthi Kids continued our ongoing advocacy around the comprehensive plan. The draft plan is set to come out in the early new year, and we will continue to drive up efforts to put kids and play first.

Early Childhood:

- Developing an advocacy agenda: With the help of many parents, community members, and local/state/national experts we spoke with through our spring/summer listening tour, we identified potential policy/advocacy opportunities to advance whole child health throughout our region and developed an advocacy agenda that will advance equity and help kids develop supportive relationships that are necessary for lifelong well-being.
- Infant and Early Childhood Mental Health: Healthi Kids staff are building connections and taking on leadership positions in this field to help make these services more widely available to families and child-serving professionals. In October Stephanie attended the annual Zero to Three conference, where she connected with the national Association for the Advancement of Infant Mental Health and was invited to join their policy committee. She also recently completed the 10 week IMH training at Society for Protection and Care of Children and was nominated to the Board of Directors for the New York State Association for Infant Mental Health.

Over the next six months we look forward to continuing the work we've started as well as beginning work in some exciting new areas. More to come at today's meeting.

Best,

Dina Faticone, Director