



Healthi Kids Staff Summary

July - December 2019

Hello Coalition Members,

The second half of 2019 has been an exciting time of growth for Healthi Kids as we focus on implementing our new whole child advocacy agenda. We have developed new and exciting partnerships and have expanded our participation in community tables focused on kids and families.

To ensure that we can execute the work in the best way possible, we have also expanded our team. In September, we welcomed Portia Nisbeth as Healthi Kids Communications Specialist. Portia's role includes managing our online presence, developing communications materials for our various constituents, ensuring that we spread the word about whole child health with the media, and bringing community voice into all of our work. We are thrilled to have Portia on board!

Below are the highlights of what we've been up to:

ENSURE EVERY CHILD IS HAPPY, HEALTHY AND SUPPORTED IN THE PLACES THEY LEARN:

- **Advance policies in schools and early learning environments to improve quality nutrition, physical activity, and social-emotional learning**
 - Supporting Comprehensive in School Physical Activity Model (CSPAP) in Schools: In the last six months we've continued to support the implementation of the CSPAP model in schools. This includes training 38 people in Yoga 4 Classrooms and 40 participants in Trauma Informed Yoga. Alicia continues to share our Comprehensive In-School Physical Activity Toolkit with all of the schools in our portfolio and provide technical assistance on how to implement the model.
 - Supporting the Community Kitchen at School 17: In the fall, we partnered with Foodlink to offer the serve safe training to parents, community members and partners at School 17. For the last few years, Healthi Kids has been working with the school's health and wellness committee to secure the proper equipment for a community kitchen. Now that the community kitchen is open for business, it was clear folks needed to learn proper food handling and serving standards. We were able to train 5 people and will continue to work with Foodlink in the New Year to provide this training to other community schools.
 - Establishing Healthy Celebration Carts at Schools: We provided 9 schools with celebration carts that share both physical activity and healthy eating options for staff. Alicia is currently working with the schools to build systems to operationalize the carts. These carts include things like Yonanas machines, smoothie makers, yoga mats, etc. This quarter Alicia also created a one pager on how to create healthy events at schools which shared contact information for partners that can provide support to the school (e.g. insurers, health clinics, Foodlink, etc.). Alicia also supported over 10 parent engagement events at her 9 schools to offer healthy options.



- Community Schools: Dina has assumed the role of co-chair of Roc the Future's Community Schools Leadership Team. In this role, she is working with Roc the Future leadership to develop a plan of action for the team over the next six months. Over the summer, Dina led a subgroup to develop recommendations to Roc the Future on the creation of a Community Schools Intermediary for Rochester. To support this work, Healthi Kids is currently creating an inventory of school based physical and mental health services.
- Voices at the state level for healthy learning environments: Alicia continued to participate in the state-wide WELL Campaign bringing her perspective as both a parent, and expert in healthy schools. In January, the WELL Campaign will be issuing a number of issue briefs for elected officials, and will highlight some of Alicia's work in Rochester to promote inclusive physical activity. Jenn also was asked to join the Network for Youth Success' Policy Committee. Erick was asked to join in the NYSB5 conference planning team that has supported a state-wide parent engagement conference here in Rochester. Stephanie also joined the New York State Department of Education Blue Ribbon committee to develop recommendations for the early childhood workforce.
- Healthi Kids has been piloting a walking school bus at John James Audubon School #33. Each school day, adult volunteers walk to the school stopping at the homes of students and picking them up along the way. The initiative sprung out of the need to address chronic absenteeism and has been highly successful in doing so. Every participating student has shown an increase in their attendance rate as compared to last year with some students seeing their attendance rate move from roughly 70% to nearly 100%. In addition to the obvious benefits of exercise, the walking school bus is also a time for play, developing social skills, and building community.
- **Ensuring access to enrichment activities**
 - Advocating for out of school time and early learning environments: Jenn continues to Co-Chair the Greater Rochester After School Alliance Advocacy Committee. Over the last six months, Jenn worked with the team to develop goals, a 2020 policy agenda, and set a work plan for the coming year. As a team we collected 1,222 summer learning postcards for our "summer learning postcard campaign", and launched our next "Lights on After School" postcard campaign. We also began to develop supporting materials to highlight GRASA key messages around after school.
 - Stephanie in the last 6 months has been named the co-chair of the Early Childhood Development Initiative (ECDI) advocacy committee. Continuing its work from the spring, the committee has been working to address barriers to affordable and accessible early learning classrooms and access to developmental services for children in Early Intervention and Preschool Special Education. Stephanie and other ECDI members will be traveling to Albany in February for Child Care Advocacy Day to meet with state lawmakers and advocate around these critical issues for children and families.
 - Since the beginning of the school year, Stephanie has been partnering with the Center for Youth's Strings for Success Program at School 19 to bring free, high-quality strings instruction and ensemble opportunities for all interested students in grades 3-8. Now in its 12th year, the program has over 120 students and performs regularly throughout Rochester. In addition to helping teach the 3rd grade violin classes on Thursday mornings, Stephanie has been working with Strings for Success, the Center for Youth, and School 19 to prepare grant proposals and advocate for continued funding for this important program.



- Together, both ECDI and GRASA advocacy committees submitted comments to New York State's Office of Children and Families over new background requirements and regulations.
- Summer Meals: Healthi Kids continues to lead the Summer Meals Partnership of Rochester (SMPR). Data from the past 3 summers shows a decline in participation in summer meals that mirrors the decline in summer program availability. SMPR recruited leaders from Greater Rochester After School Alliance to the group to explore opportunities to work collaboratively on advocacy for summer programming and summer meals.
- **Promote opportunities for inclusive family and community engagement**
 - Erick successfully completed the National Parent Leadership Institute facilitator training for Phase 1 of the PLTI curriculum. PLTI meets every Monday night for 3 hours for 21 weeks beginning in late October. This training prepares parents to become skilled parent leaders with a heavy focus on understanding budgets, who the decision makers are, and how to build a coalition.
 - Healthi Kids partnered with Tony Jordan, the RCSD Director of Youth and Family Services, to develop a RCSD Fatherhood Conference in August. Both fathers and sons attended this event. This is the first of a series of engagement events geared to fathers.
 - Working closely with Roc The Future PECAN (Parent Engagement Collaborative Action Network) to help it transition from a table solely of parent engagement professionals into a table that has both parent engagement professionals and parents working as equals. We held a series of focus groups with parents to better understand how they wanted to be engaged. We are forming a new PECAN table that will include an equal number of parents as well as parent engagement professionals. This meeting will move from mid-day time to one in the evening where child care and dinner will be provided.
 - Healthi Kids worked with the RCSD Office of Parent Engagement to help them plan their National Parent Engagement Day event held on November 17th.
 - Healthi Kids developed and presented a presentation for the Roc The Future State of our Children event. The session included authentic family and community engagement.

ADVANCE EQUITABLE COMMUNITIES FOR ALL KIDS TO GROW AND THRIVE:

- **Advance changes to the built environment to ensure every family has healthy supportive infrastructure in their neighborhoods**
 - Complete Streets Makeover: As a member of the Complete Streets Makeover Steering Committee, Healthi Kids was an important partner implementing this year's makeover at La Marketa. The makeover occurred on a section of a major arterial that experiences high volumes of motor vehicle, cycling, and pedestrian traffic. Healthi Kids obtained additional materials for our Traffic Calming Library, many of which were used to implement the pop-up complete streets design. Additionally, Healthi Kids provided press release support, funding for artists and paint, and volunteer labor. The implementation of the makeover was delayed this year, as partners within City government encountered procedural hurdles. Healthi Kids' has long-established relationships with City partners, created through our past projects and advocacy efforts. Utilizing these connections, Healthi Kids was able to provide key advocacy efforts that helped move the Complete Streets Makeover through these challenges and to implementation



- Amendments to the City Code to support physical activity: City Hall staff and City Councilman Mitch Gruber communicated with Healthi Kids, and other members of an active transportation work group, in preparation for changes to city codes relating to bikes and bike lanes. Healthi Kids was able to offer feedback on proposed changes, and that feedback was incorporated into language voted on by City Council. Among the changes adopted by the city are a prohibition on parking motor vehicles in bike lanes and the lifting of restrictions on bicycling by kids. In addition, Healthi Kids has raised public awareness of planned City road projects and relevant plans and reports. This has increased the ability of residents to engage in the project planning and attend public information sessions.
- National recognition for work on complete streets: This fall, Mike was also interviewed for a national NPR story about the work on colorful crosswalks, the complete streets makeover, and story walks. See the coverage [here](#).
- Colorful crosswalks implemented: This summer, the Department of Environmental Services continued to pilot the colorful crosswalk project initiated by Healthi Kids and implemented 10 new crosswalks across the city.
- Grand opening of Beechwood Story Walk: This August was the grand opening of the Beechwood story walk at Sully Branch Library and the Ryan R-Center. The City of Rochester participated and created the press release for us. Commissioner Lyman Torres opened the event, and children from the library who participated in the program were able to attend. See the coverage [here](#).
- Drive2Bbetter: Healthi Kids, along with Causewave Community Partners and other partners, continued work on drive2Bbetter, a public education campaign to promote pedestrian and bicyclist safety. Over 300 lawn signs promoting drive2Bbetter safe driving habits (Slow, Scan, Space) were made available to Rochester residents at no charge, and community response was tremendous. The campaign received enough requests from community owners to distribute all the lawn signs, and the campaign messages are now on display throughout the city and in some surrounding suburbs. The prevalence of signs has led to news media coverage, further increasing the visibility of the drive2Bbetter campaign.
- Advancing neighborhood safety and health in the El Camino neighborhood: We continue to support the work of Project CLEAN by chairing their beautification subcommittee and participating in their Crime Prevention through Environmental Design subcommittee. Over the last six months we traveled to Syracuse to learn how their police department conducts Crime Prevention through Environmental Design audits. We also connected with folks in Portland to learn what we could as we pulled together our CPTED tool here. We have pulled together a draft tool that has been piloted along the N. Clinton corridor and are waiting for Rochester Police Department approval to move this forward. We also developed a plan with the beautification committee to set goals, responsibilities and desires for what we would like to implement along the N. Clinton corridor.
- We also connected with partners at the New York State Department of Health as part of our work with the Project CLEAN work in El Camino to understand more about the state's needle exchange regulations, and what best practices we could bring here to Rochester.
- **Expand opportunities for healthy food and food education in homes and neighborhoods.**
 - Statewide advocacy for equitable communities: Mike Bulger has assumed Healthi Kid's seat as part of the New York Grown Food for New York Kids Coalition. He participated in a statewide advocacy



meeting to discuss policy goals that can promote and support farm-to-school programs. Mike was an active participant and will continue to advocate for policies that promote healthier foods for schools, benefiting both schools themselves and the food systems that encompass both schools and communities.

- Comments submitted to the USDA: Our team submitted comments to the USDA over the last six months opposing the regulatory changes to SNAP. To learn more about those changes read Mike's blog [here](#). To read our comments to the USDA click [here](#).
- 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 continued working collaboratively with Foodlink, School 53 and School 16. Foodlink used their funds to purchase kitchen equipment for their staff break rooms, a basketball hoop, outdoor fitness towers, and signage for indoor walking trails. As part of their trail signage, some of their signs are large decals that will be adhered to the floor in their warehouse. In addition to these initiatives, their nutrition educators are doing monthly cooking demos for employees. They also have a small group of staff committed to sending out a monthly wellness newsletter with staff spot lights and tips, and are finalizing their reinvigorated healthy meeting policy. Together with Schools 53 and 16, we have mapped out indoor and outdoor walking trails for staff to use. School 16 will also be exploring a healthy meeting policy, as well as purchasing kitchen and physical activity equipment for staff. Lastly, Common Ground Health plans to map out an outdoor walking trail in the NOTA neighborhood for staff to use too. As part of the final year of our DOH Creating Healthy Schools and Communities grant, Hannah will be creating a Worksite Wellness toolkit with lessons learned and sustainability tips.

PROMOTE THE POWER OF PLAY FOR EVERY CHILD IN EVERY PLACE:

• Promote playful neighborhoods

- Sharing our work outside of the Rochester Area: In the past six months, our team has been sharing our PlayROCs campaign outside of the Rochester area. Joe attended the Ithaca Play Conference, Jenn presented on "Resident Driven Urban Play" at International Placemaking, both Jenn and Joe presented at the NYS NB5 Parent Engagement Conference, and Hannah and Jenn presented to grantees across the state about the Play Walk successes. Joe and Jenn were also interviewed by John Hopkins University for a current study about play streets.
- We also had visits from both people in Ithaca and the Buffalo Area Community Foundation who reached out to learn more about our work. As we move into the New Year, we will be presenting at Active Living Research in February and have submitted other presentations to additional conferences across the state.
- In great news too, we are currently partnering with both the City of Rochester Department of Environmental Services and the City of Rochester Department of Recreation and Youth Services to apply for funds that will support the 10 minute walk to park initiative and safe routes to parks. In January, we will have the opportunity to share an AmeriCorps member with the Department of Recreation and Youth Services to support all of our growing work around play.
- Rochester 2034 has been adopted! After four years of advocacy by our PlayROCs advocacy committee and coalition members the time is finally here. PLAY and KIDS are front and center in



Rochester 2034. Play is mentioned 55 times in the new plan; and health is mentioned over 210 times! Together we have submitted over 2200 comments; attended over 40 meetings; and had over 32 residents and youth speak to council. For more details

read our [blog post](#).

- PlayROCs your Neighborhood: This year we had 43 sites participate in PlayROCs your Neighborhood. This included: 48 organizations hosting play days including block clubs, neighborhood associations, community organizations, churches, and out of school time programs; 20 organizations volunteering their time to support the day; and 3 sponsors. We estimate over 2500 kids came out to enjoy the play day. We also received some great coverage that you can see [here](#).
- Play Streets: We also had a very successful year in play streets. Working alongside the Department of Recreation and Youth Services we applied for funding through the Ralph C. Wilson Foundation Legacy Fund to pilot a city-wide play streets policy. Two locations in Beechwood and on Treyer St supported 10 play days in the summer and early fall. As we move forward into next summer, we'll continue to work with the city to hone the process of play streets, communicate the opportunity, and develop a policy to move this work forward. We are currently looking for new locations for play streets, so please let us know if you're interested.
- U of R project: Over the last six months we have partnered with Kate Mariner, an anthropologist from the University of Rochester, to conduct a study of our play based built environment projects across the city. Kate has been working with residents in the SW quad (Phillis Wheatley Story Walk), Beechwood (Story Walk & Complete Streets Makeover) and El Camino (Treyer St Garden) to conduct a photo voice project. We have a total of 17 residents participating in the project. So far we have conducted our introductions to the project, and started interviewing residents about their photos and experience. We are hoping to host an event in May 2020 to showcase the photos to the community. Stay tuned!
- **Safeguard play as a cornerstone of school learning**
 - Advocating for Play Based Learning in the Classroom: Over the last six months we continued to work as a member of the ROC the Future Children Developmentally on Track Strategy team. Jenn led the team through a planning process to identify goals, targets, and next steps for the committee. We also held another professional development session for teachers in the Rochester City School District to share more about resources available in the community, and about New York State's Next Generation Standards.
- **Invest in safe, accessible infrastructure that supports every child's right to play**
 - The last half of the year we saw a lot of interest in our work around play. We received \$60,000 from KaBOOM to continue our work on the Play Walk. The City of Rochester committed \$30,000 for neighborhood play based initiatives and the Play Walk. Excellus Blue Cross Blue Shield supported \$2700 for the Play Walk. We have also partnered with ROC the Future to secure funding for a new playground in the City of Rochester thanks to KaBOOM!
 - Play Walk: This past October the Play Walk opened in Downtown Rochester. The Play Walk is an interactive, playable corridor along Court Street that connects The Strong Museum of Play and MLK Park to Central Library and ROC the Riverway projects. To learn more about our work with the play walk visit our blog [here](#), to see the coverage link [here](#), and to learn more about the youth program follow [this link](#).



EXPAND ACCESS TO SERVICES THAT BUILD HEALTHY MINDS AND HEALTHY FAMILIES:

- **Support policies advancing infant and early childhood mental health services**
 - Healthi Kids has continued to grow its advocacy and leadership in Infant and Early Childhood Mental Health (IECMH), with particular focus on building our local IECMH-trained workforce. Stephanie continues to serve on the Board of Director's Executive Committee for the New York State Association for Infant Mental Health (NYS-AIMH), and is working with NYS-AIMH's Membership and Marketing Committee to develop new materials and strategies for reaching primary care physicians and child-serving professionals in the policy and legal fields. Healthi Kids is also working with our community's Project LAUNCH team and Society for the Protection and Care of Children's (SPCC) Mary Ellen Institute to advance awareness of IECMH throughout Rochester. In December, Stephanie, Erick and our SPCC partner Sarah Fitzgibbons presented to parent leaders on the importance of infant mental health and strategies for building an infant mental health-informed community at the NYSB5 conference.
 - Three members of the Healthi Kids team (Dina, Stephanie, and Erick) have now completed the Society for the Protection and Care of Children's 10-week infant mental health training. Stephanie has also just completed SPCC's year-long Reflective Supervision Collaborative, and Zero to Three's training on its new Diagnostic Classification of Mental Health and Developmental Disorders of Infancy and Early Childhood (DC: 0-5). Dina is excited to join SPCC's 2020 Reflective Supervision Collaborative cohort beginning in January.
- **Eliminate barriers to accessing high quality early intervention services for all children**
 - Healthi Kids has continued to work with our partners locally and across the state to address the significant shortages of available developmental services, such as speech-language and occupational therapies, for children birth to five. In September, Stephanie attended the Monroe County Local Early Intervention Coordinating Council's quarterly meeting and presented on Healthi Kids' advocacy agenda and its work to increase access to Early Intervention services across the region. We have continued to help lead ROC the Future's Workforce Development Committee's efforts to advocate for creation of speech-language pathology assistant licensure in New York State.
 - Healthi Kids continued to participate in All Kids Thrive, a group that came together to design a framework for kids birth to age 8 with the aim of ensuring all kids are developmentally on track. This fall, Dina led the group in a stakeholder mapping exercise to help identify the many community partners involved in providing services to young children and pregnant women.
 - Throughout the next several months, Healthi Kids will continue our work with state and local partners to build awareness and advocate for solutions that will help increase access to important developmental services for children and their families. This month we will be meeting with several regional public health directors throughout the Finger Lakes to begin planning for a spring convening of regional Early Intervention leadership.



GENERAL UPDATES:

- **Sharing our work with elected officials:** This quarter we began to pull together additional materials to share with elected officials. This included a one page summary of each of our portfolios and a 2 page "who we are" document.
- **Getting the word out to our advocacy agenda to the state:** Over the last six months Stephanie, Dina and Jenn have started to socialize our advocacy agenda with our state delegation. These meetings have led to several follow up items including: tabling at Senator Funke's Halloween in the Hallway Event, additional meetings with Assemblymember Bronson, a further investigation into Title IV(a), and several of them attending the play walk grand opening. We also began socialization of Healthi Kids' advocacy agenda with folks in Albany including NYSDOH Deputy Director of Public Health and NYS Council on Children and Families Executive Director Renee Rider.
- **Getting the word out about our work to local elected officials:** We continued to interface with our city council members and commissioners in various departments. We had 6 meetings with city council members; spoke at the Planning Commission meeting, attended and spoke at 3 City Council Sessions and met with Commissioners of DES/DRYS five times. City Commissioners and the Mayor also participated in the grand opening of the Beechwood Story Walk and the Play Walk. We continued to attend school board meetings to keep a pulse on what is happening in the RCSD. We have put socialization of our advocacy agenda on hold until after the election and until the "dust" settles a little with the new Superintendent.

Over the next 6 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