

Mission

The Healthi Kids Coalition advocates for the creation of policies, systems, environments, and resources that promote the health and well-being of children from birth to age 8 in Rochester and the Finger Lakes region.

We advance policies to ensure all kids—regardless of race, gender identity, sexual orientation, ability, zip code, income, social status, immigration status, or religion—have the supports they need for a healthy start in life.

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Healthi Kids Change Agenda

The health and well-being of children are shaped by the places they learn, play and live – and by the people who care for them. Healthi Kids ensures these places and people have what they need to give kids ages 0-8 the healthiest start possible. We do this through the following strategies and goals.



Key Strategy

Family and Community Voice

Engage with and lift up families and community members as leaders and partners in meaningful decision-making that leads to action.



Priority 1:

Ensure Every Child Is Connected, Healthy and Supported in Early Learning Environments and Schools

- Advocate for quality nutrition and regular physical activity.
- Expand access to playful learning and unstructured play opportunities.
- Promote culturally responsive systems that facilitate access to social-emotional supports.

Priority 2:

Build Foundations for Health and Development in Early Childhood

- Raise awareness about infant and early childhood mental health and the power of play.
- Ensure child-serving systems use culturally responsive, relationship-centered practices.
- Eliminate barriers to early intervention services and preschool special education.



Priority 3:

Advance Equitable Communities for All Kids to Grow and Thrive

- Improve built environments and transportation to support health.
- Promote playful neighborhoods through youth- and resident-driven play initiatives.
- Expand access to healthy foods and food literacy in homes and neighborhoods.