



Finger Lakes Health Systems Agency

Healthi Kids

Addressing the Barriers to Play for Children in Rochester, NY



City and County Officials

Local Universities

Parents & Parent Groups

Advocacy groups



Neighborhood Groups

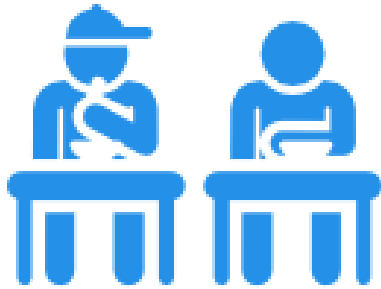
Local Funders

Pediatricians

Local Businesses



Healthi Kids Change Agenda



Better School Food



Safer Play Areas



**60 Minutes of In School
Physical Activity**

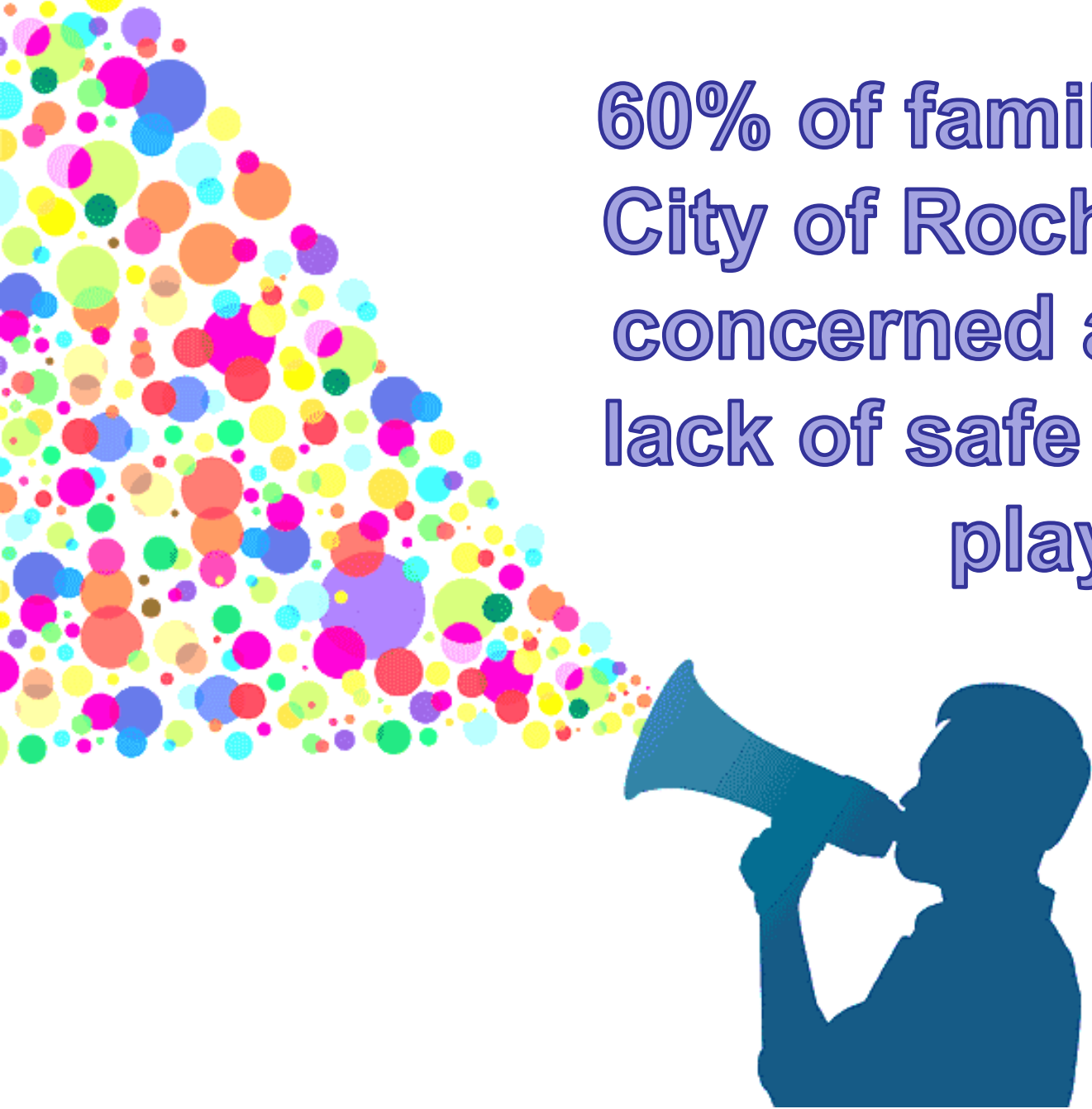


**Food Standards at
Child Care Centers**

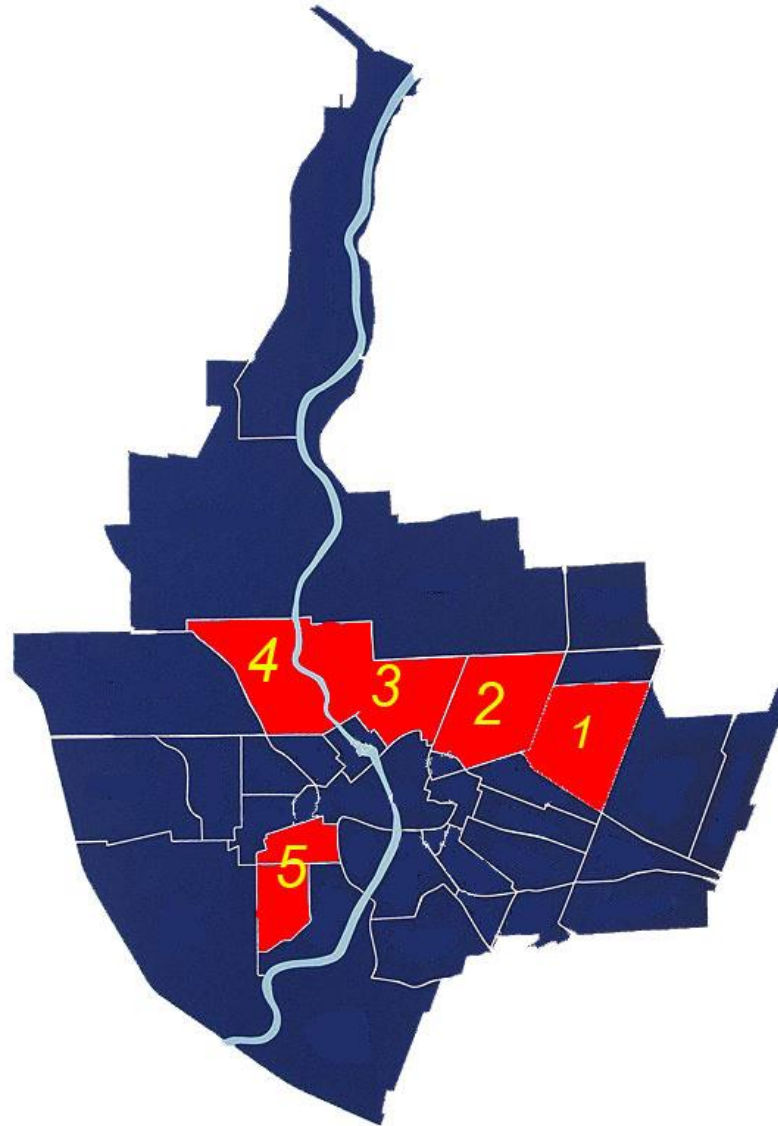


**Policies that Support
Breastfeeding**

60% of families in the
City of Rochester are
concerned about the
lack of safe places to
play.



Understanding the State of Play in Rochester, NY



Methodology



**116 BRAT-DO
&
25 Parks and Play
Spaces Environmental
Audit**

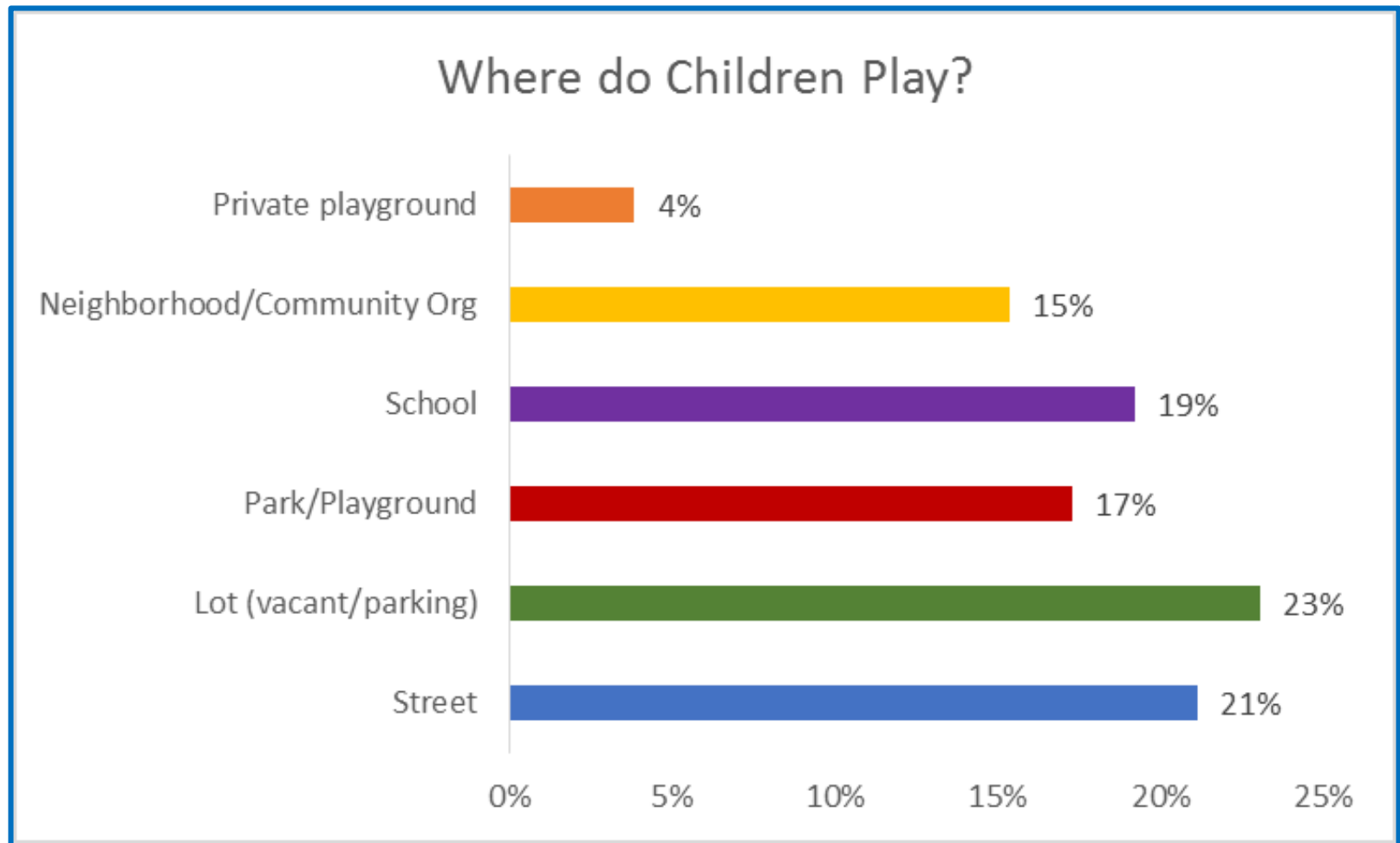


**Informal
Interviews**



**Traditional &
Nontraditional
Play Spaces**

Play Doesn't Always Happen at Parks & Playgrounds





Where Kids Actually Play



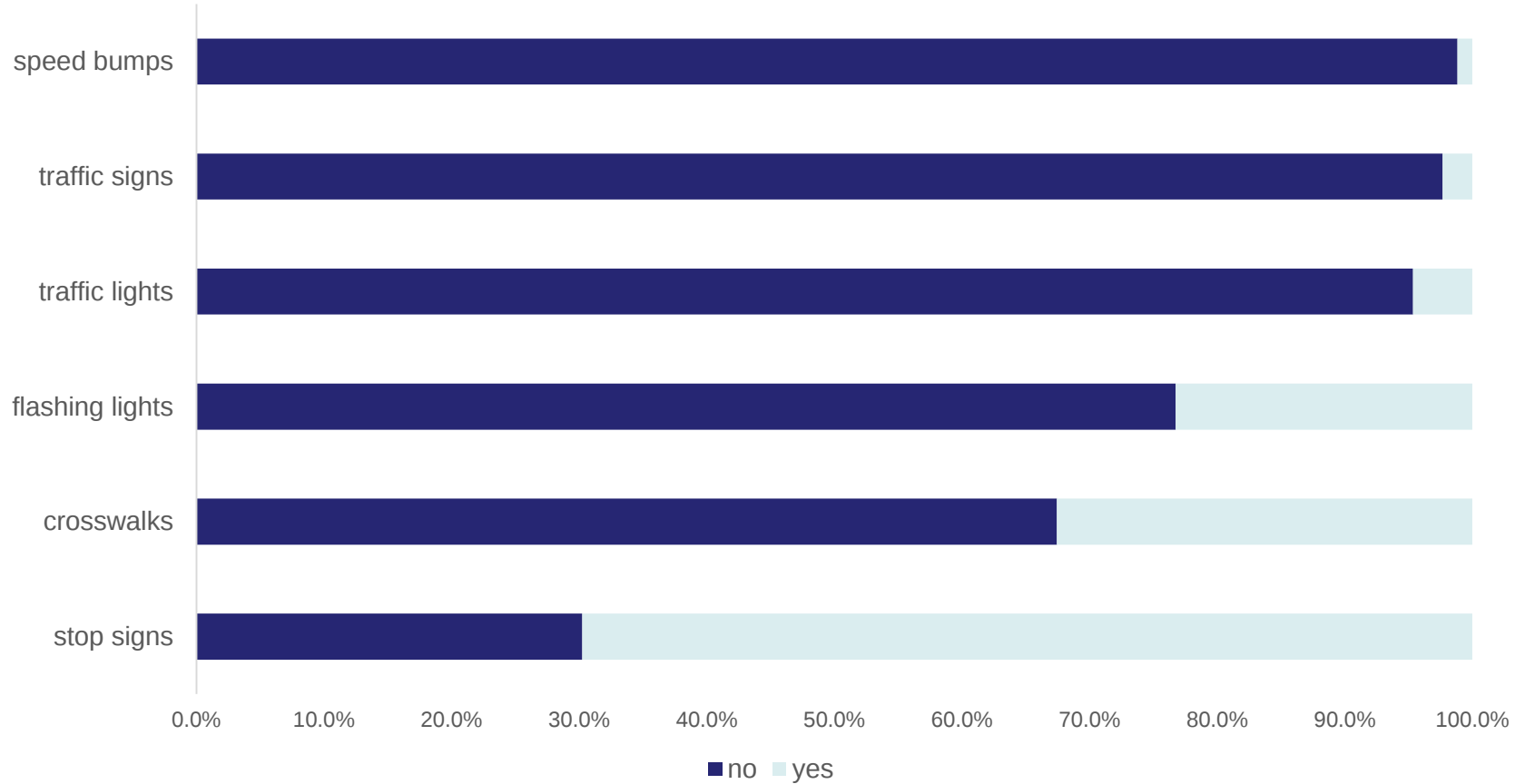
Where Kids Actually Play



Where Kids Actually Play

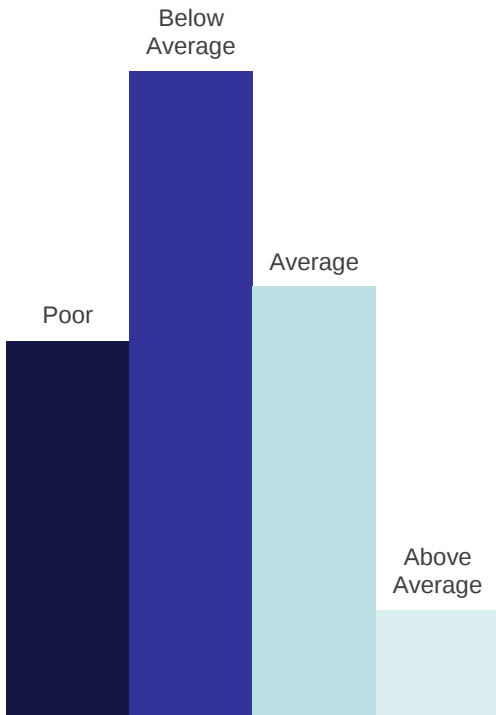
Traffic Safety

Traffic Calming Features

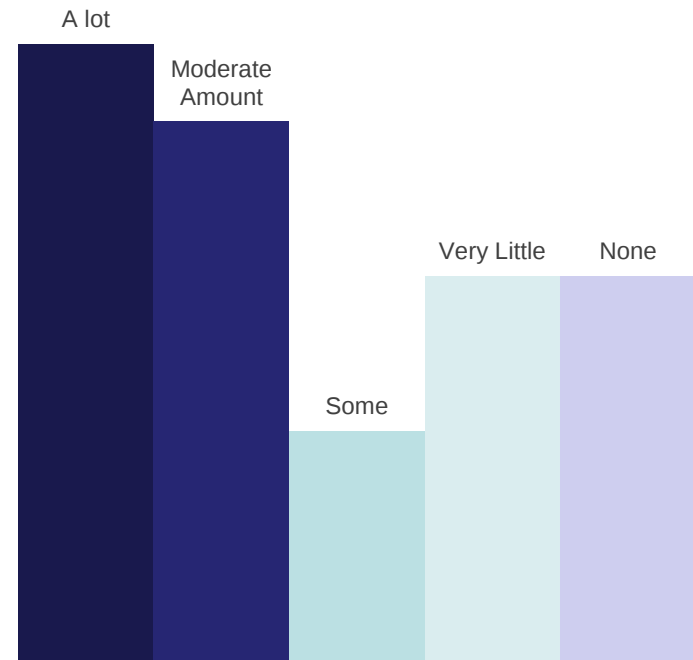


Unkempt Playgrounds

Playground Surface Conditions

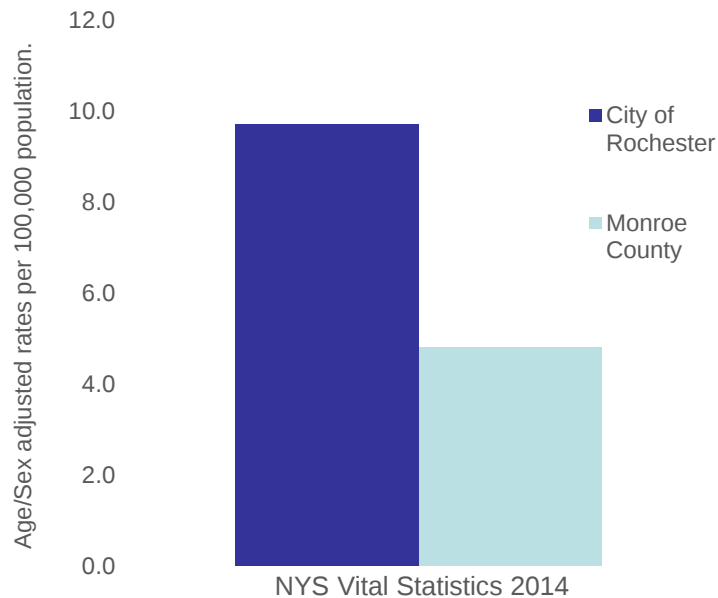


Level of Deterioration & Corrosion

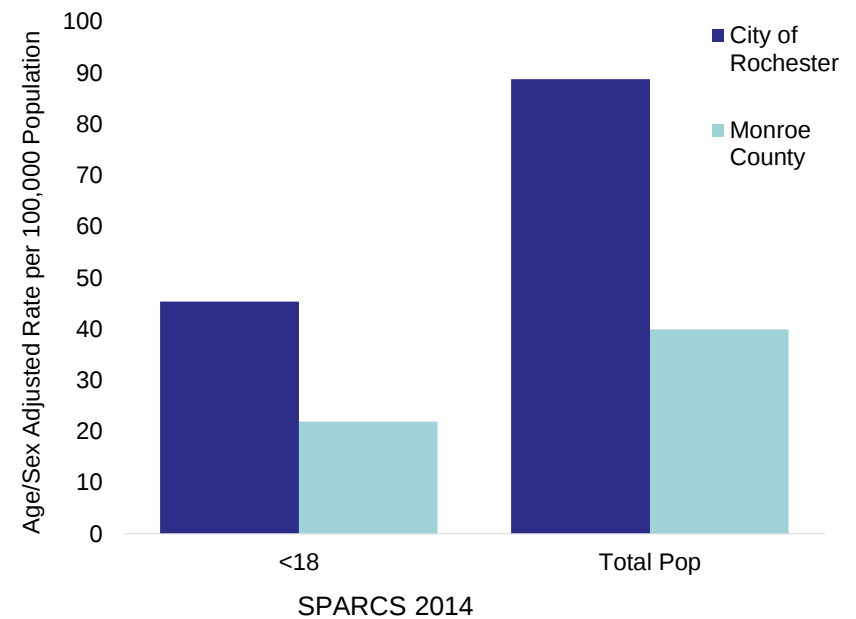


Neighborhood Safety

Homicide Mortality Rates



Rate of Assault Hospitalizations



Creating Playability Plans



**Mapping
Community
Defined Play
Areas**



**Addressing
Common Themes**



**Defining Neighbor
& Resident
Priorities**

Advocating for Change

CPTED Training

Colorful Crosswalk Pilot

Speed Bump Policy

Complete Streets Ordinance

Boulevard Program

Parks & Playgrounds

Mobile Rec on the Move Program

Nontraditional Play Infrastructure

CIP Projects

PlayROCs Campaign



Key Drivers for Change



Resident Engagement & Activation



Coalition Building



Mayoral Support



Citywide Advocacy

Key Issues



Liability



Funding



**Traffic & Safety
Concerns**

Next Steps



- Ongoing advocacy
- Inclusion of Playability in City's Comprehensive Plan
- Creation of non-traditional play infrastructure
- Safe Routes to Play



- Case studies
- Funding for Playability
- Exploration of Liability Issues



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HealthiKids



Finger Lakes Health Systems Agency is the region's health planning center. Through extensive data collection and analysis, the agency identifies community needs, then brings together residents, hospitals, insurers, physicians and other community partners to find solutions. Located in Rochester, FLHSA serves the nine counties of Chemung, Livingston, Monroe, Ontario, Schuyler, Seneca, Steuben, Wayne and Yates.

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