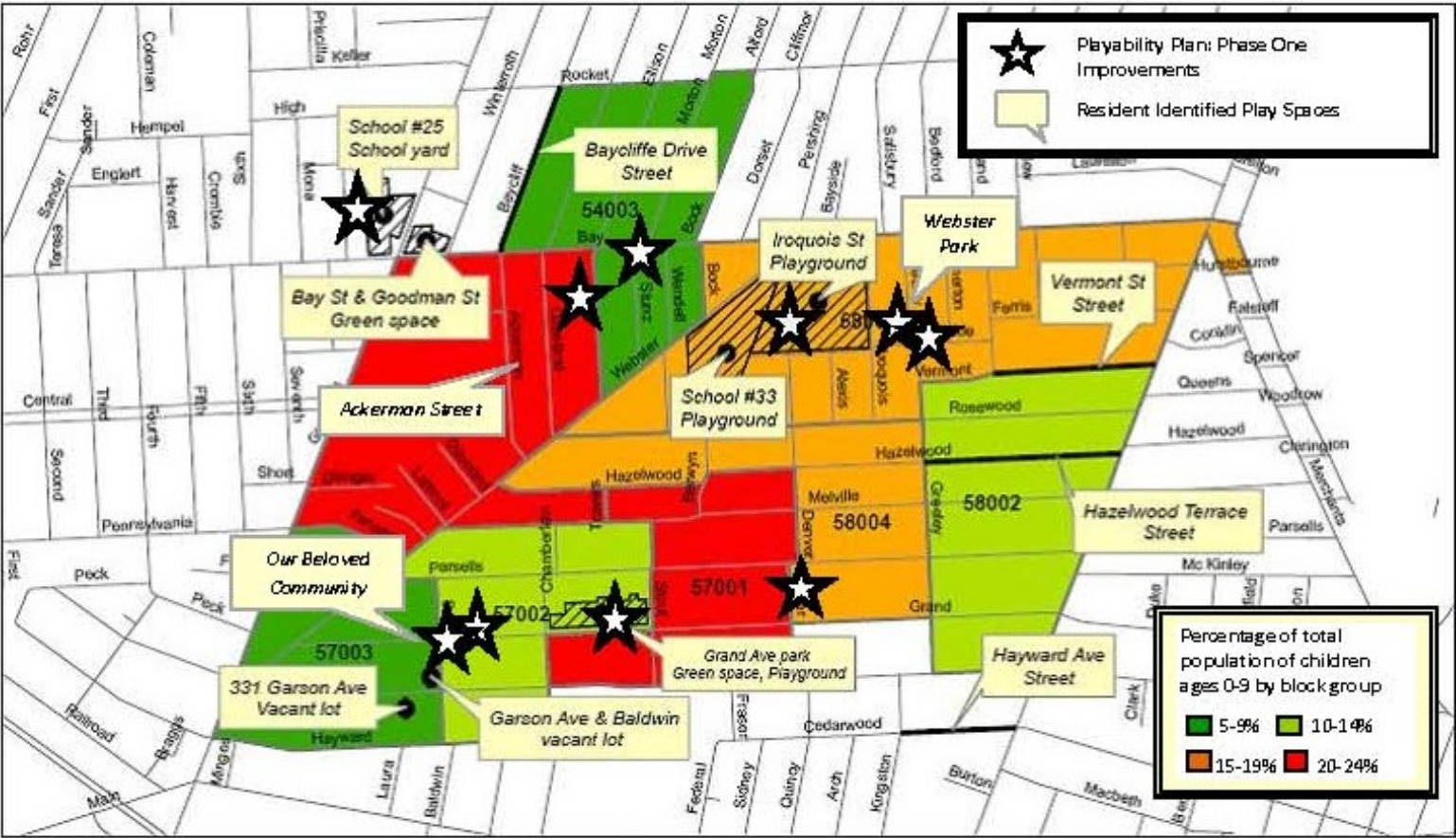


Healthi Kids Play Spaces: Beechwood



Please get involved. Contact:

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Playgrounds and recreation areas in the Beechwood neighborhood need improvement.

OUR CHANGE AGENDA:

- #1 BETTER SCHOOL FOOD
- #2 SAFER PLAY AREAS
- #3 FOOD STANDARDS AT CHILDCARE CENTERS
- #4 AT LEAST 45 MINUTES OF IN-SCHOOL PHYSICAL ACTIVITY
- #5 POLICIES THAT SUPPORT BREASTFEEDING

About Healthi Kids

We are a coalition of parents, families, students, and neighbors. We advocate for a healthier community for our children in Rochester and Monroe County. Healthi Kids focuses on improving healthy eating and physical activity for our children. More than 1,000 people have been involved in Healthi Kids' efforts since we began in 2008. We are led by the Finger Lakes Health Systems Agency. Healthi Kids receives funding from the Greater Rochester Health Foundation, the Robert Wood Johnson Foundation, and the New York State Department of Health.

www.healthikids.org

585.461.3520



**2011 Playability Plan:
Beechwood Neighborhood**

All kids need to play to stay healthy — an hour a day or more of active play is best.

Most adults remember a childhood filled with outdoor play in their neighborhood. But today, many neighborhoods are not “play friendly.” As a result, too many of our children are inactive. Inactivity can lead to obese or overweight children, putting them at an increased risk for diabetes, heart disease, or stroke. Working together, we can reverse this trend.

Imagine a playable neighborhood. That’s just what the Healthi Kids Coalition did with residents of the Beechwood neighborhood. Here’s how we developed our Playability Plan:

Identified and analyzed play spaces in the neighborhood.

We asked residents two (2) questions:
1. Where do children play?
2. Where *could* children play if we made changes?

From this, we made a list of 14 play spaces (see map on back), including playgrounds, parks, and schoolyards, as well as empty lots and street spaces where kids play.

We assessed all 14 spaces, looking for the good, the bad, and the ugly. We looked for what *could* be great play spaces with some improvements.

Key Findings: Beechwood Neighborhood Play Space Appearance/Condition

- There are play spaces within the neighborhood available for children to play.
- Generally, the condition of the play spaces are good, although there are opportunities for improvement.
- One third of play spaces were rated as ‘somewhat unattractive.’
- Some play spaces have fences and locks that keep children out.
- Most play spaces had little or no litter, but 1/3 had a ‘moderate amount’ or ‘a lot’ of litter.

Gathered input about play in the neighborhood.

We spoke with neighborhood families with children ages 2-10. Families told us where their children play, how comfortable they feel about this, and what changes they would like to see. Citywide, we found:

- More than half felt uncomfortable letting their children play outside in the neighborhood. Key reasons were violence, bullies, traffic, and drugs.
- Most families said their children play in their yard. Parks, playgrounds, and/or recreation centers were mentioned by nearly half.
- Families would like to make more use of parks and recreation centers if they felt comfortable with supervision.
- Many areas for improvement were mentioned including:
 - Traffic control
 - Safety
 - Equipment
 - Facilities
 - Cleanup of litter

60% of families surveyed say that lack of safe places to play is a serious problem.

(Greater Rochester Health Foundation 5-2-1-0 Market Research)



A plan for change.

Working closely with the Beechwood Neighborhood Coalition, the Freedom School parents, and the Beloved Community Block Club, we made a list of changes that will create a more play-friendly neighborhood.

The Beechwood Playability Team decided to focus on these changes for Phase One. After the improvements are made, new areas and recommendations will be selected.

More than 50 residents voted on Phase One priorities to make this area fun and safe for children to play:

- Traffic Control
 - Speed bumps on Garson and Grand Ave. to regulate car speed (from Denver St. to Webster Avenue)
- Safety
 - Rotating police camera by the playground on Webster Avenue
 - Install lights in Webster Park
 - Street light at the corners of Grand Ave. / Baldwin Ave. and Goodman St. / Main St.
- Equipment
 - Picnic tables, trash containers, grills, benches and a slide in Grand Ave. Park
 - Trash containers, picnic tables, and grills for 15 Stuntz St. play space (vacant lot)
 - Play Tool Chest with badminton equipment, volleyball, double-dutch, port a pool, etc. for Grand Ave. Park
 - Picnic tables, benches and trash containers in the Iroquois St. park/playground
- Facilities
 - Unlock the playground at School #25 so that neighborhood kids can play there
 - Bring the ice rink back to the neighborhood

What is ...



What can be ...



We need your help.

The next step is to take action to make the changes in our plan. Everyone in the Beechwood neighborhood area can help — kids, teens, parents, neighborhood residents, churches, schools, and business owners. Efforts will include meeting with City officials, petitions showing support for changes, being out and about in the neighborhood, and ensuring that improvements are made.

With help, we can transform play spaces around our neighborhood. Each person has a role to play in the changes. By working together, we can all ensure that our kids and their play areas are safe.