



FOR IMMEDIATE RELEASE

Rochester Community Bands Together to Advocate for Safe Play at PlayROCs Your Neighborhood Day

ROCHESTER, N.Y., July 19, 2022—To raise awareness and advocate for safe, accessible play spaces for children of Rochester, Healthi Kids has teamed up with 50 neighborhood partners for the return of its fifth PlayROCs Your Neighborhood event. On July 23 and August 6 from 10 a.m. to 3 p.m., Healthi Kids and its community partners will unite to repurpose, reclaim, and restore play to public spaces across Rochester.

All children, families, and residents in the Rochester area are encouraged to join Healthi Kids and its partners at any of the 50 pop-up locations across the city. Activities at each location will include kickball, jump ropes, water balloons, chalk, bubbles, and more.

"We've waited two years for the return of this community-wide event due to the COVID-19 pandemic. We're excited to come together once again to advocate for the creation of policies, systems, environments, and resources that improve the health and well-being of children in the Rochester and Finger Lakes region," said Jenn Beideman, Advocacy Manager for Healthi Kids. "Every child deserves to live in a neighborhood where they can play and feel safe. By supporting the children of Rochester through the benefits of play, we're working to improve their mental, physical, emotional, and social health."

To build a community-wide vision for playful learning within the Rochester community, Healthi Kids and its PlayROCs Advocacy Committee reached out to several organizational partners to create a report that outlines a vision to support children's learning, as well as strategies and tactics to promote play in learning environments. When asked what they would like to see happen to bring this vision to life, respondents urged leadership to provide more opportunities to spend time outside of the classroom, embed playful learning into the curriculum and daily practice, and focus on the mental health and well-being of our children.

"With the rise of online learning and social isolation brought on by the COVID-19 pandemic, families became even more concerned than ever about their children's lack of play opportunities," said Beideman. "The information gathered in the report indicates that playful learning should be prioritized to support children's mental health and well-being following pandemic-related trauma."

For a full list of 2022 PlayROCs Your Neighborhood locations, please visit <https://www.healthikids.org/events/playrocs-your-neighborhood>. Four recommended locations for maximum activity include

- July 23:
 - International Plaza- 828 N. Clinton Ave.
 - Charlotte Neighborhood Association- 70 Lighthouse St.
- August 6:
 - Greater Harvest Church- 121 Driving Pk.
 - RIA- 1 Edgerton Pk.



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About Healthi Kids

Healthi Kids is a grassroots community coalition and an initiative of Common Ground Health. Since 2008, we have been advocating for the creation of policies, systems, environments, and resources that advance the health and well-being of all children birth to age 8 in Rochester and the Finger Lakes region. We advance policies to ensure all kids regardless of race, zip code, economic status, sexual orientation, immigration status, social status, gender, religion, or ability have the supports they need for the healthiest start in life. For more information visit www.healthikids.org.

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