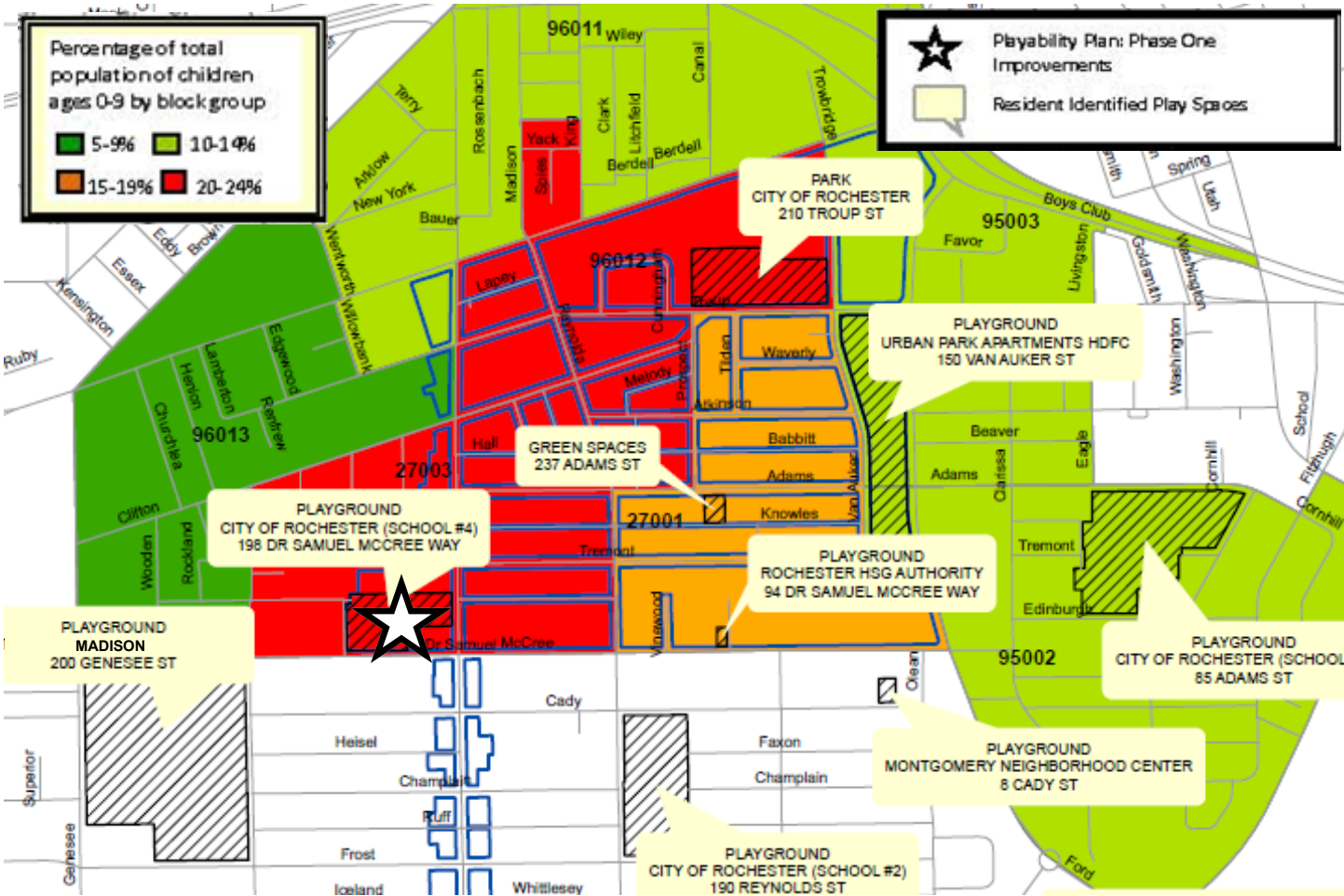


Healthi Kids Play Spaces: Jefferson Avenue



Kids need to play every day to stay healthy.



Please get involved. Contact:

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Playgrounds and recreation areas in the Jefferson Avenue 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:
 Jefferson Avenue 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 Jefferson Avenue 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 13 play spaces (see map on back), including playgrounds, parks, and schoolyards.

We assessed all 13 spaces, looking for the good, the bad, and the ugly. We looked for what *could* be great play spaces with some improvements.

Key Findings: Jefferson Avenue Play Space Appearance/Condition

- 67% of play spaces are in ‘average’ to ‘poor’ condition.
- Nearly a quarter of neighborhood play spaces are ‘somewhat unattractive.’
- 93% of play spaces in the Jefferson Avenue are littered; 36% have ‘risky’ litter.
- 40% of residents surveyed are ‘uncomfortable’ letting their children play outside in the neighborhood.



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:

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)

- Traffic control
- Safety
- Equipment
- Facilities
- Cleanup of litter

A plan for change.

Working closely with the Parent Teacher Organization at School #4, we made a list of changes that will create a more play friendly neighborhood.

The Jefferson Avenue Playability Team decided to focus on the playground at School #4 for Phase One. After we improve this area, new areas and recommendations will be selected.

More than 20 residents voted on Phase One priorities to make this area fun and safe for children to play:

Safety

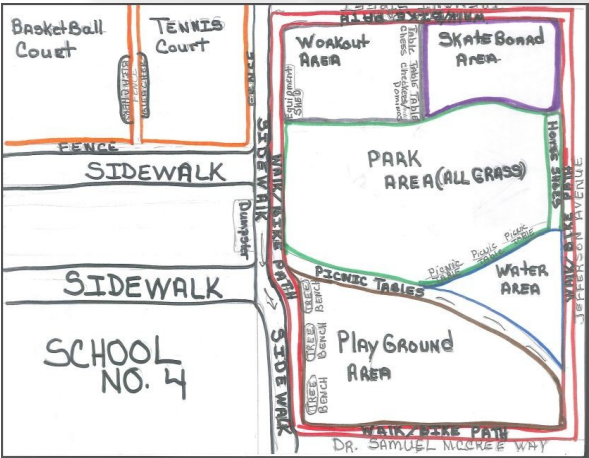
- Add lights in the park
- Add surveillance cameras to the park
- Develop a sense of community by turning the school playground into a family park.

Equipment

- Add a water-spraying statue to the park - like those seen in spray parks
- Update the baseball field so kids can play on it
- Update the basketball courts

Facilities

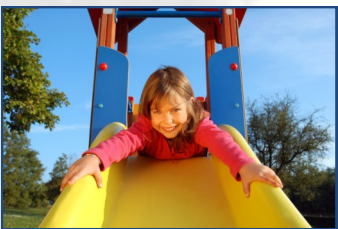
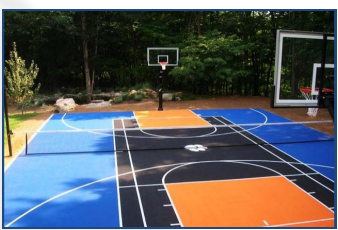
- Add Drug Free Safe Zone signs around the entire premises of the school and playground



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 Jefferson Avenue 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.