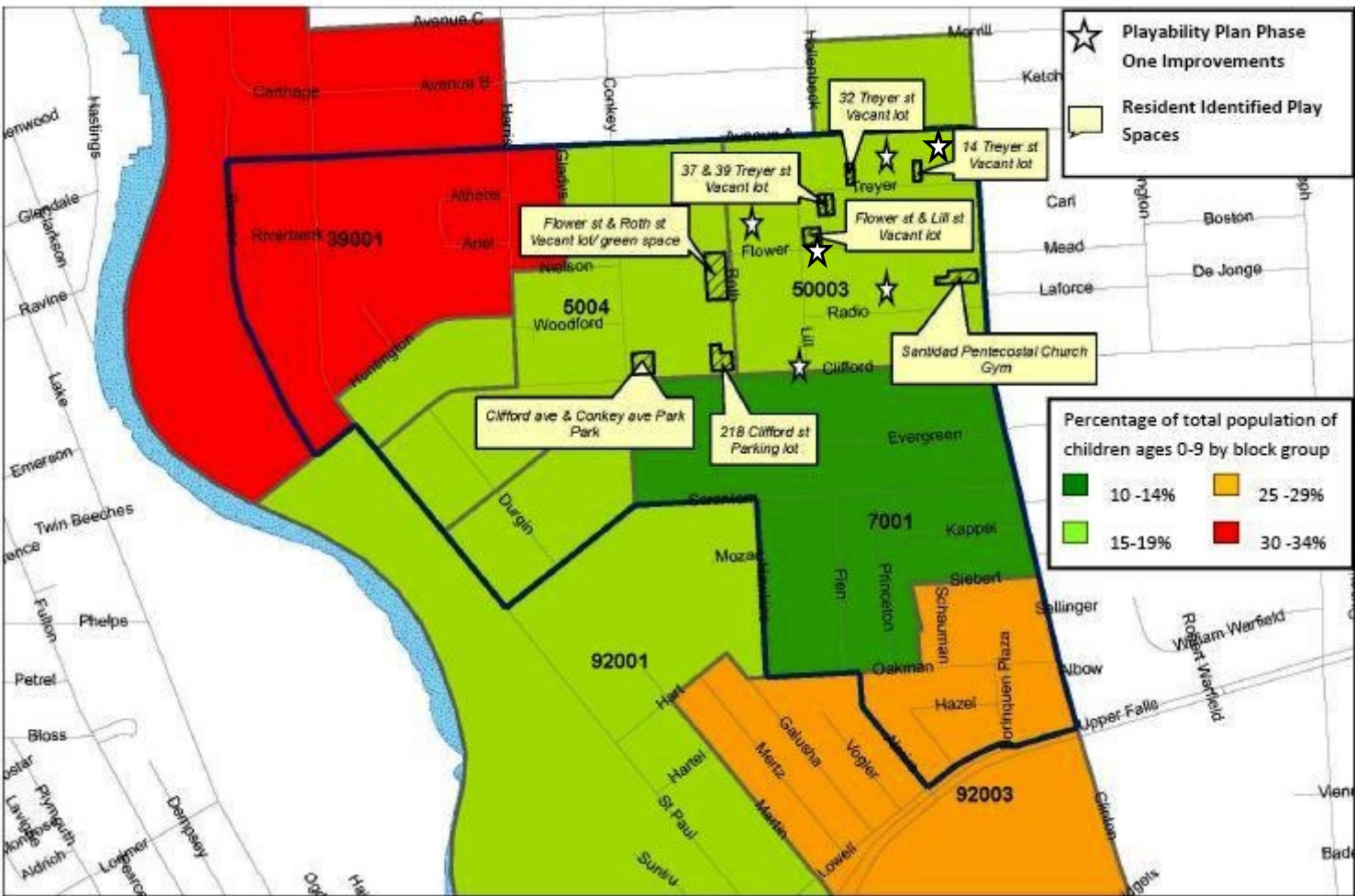


Healthi Kids Play Spaces Focus Area: Project HOPE



Please get involved. Contact:

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- 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
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HOPE

**2011 Playability Plan:
Project HOPE 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 Project HOPE 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 8 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 8 spaces, looking for the good, the bad, and the ugly. We looked for what *could* be great play spaces with some improvements.

Key Findings: Project HOPE Neighborhood Play Space Appearance/Condition

- 63% of play spaces are in ‘average’ to ‘poor’ condition.
- 38% of play spaces are ‘somewhat unattractive.’
- More than half of the neighborhood play spaces were littered.
- 88% of those surveyed want to see better facilities available for the neighborhood kids to play.

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 Project HOPE and Flower, Lill, Radio, Treyer Street (F/L/R/T) Block Clubs, we made a list of changes that will create a more play-friendly neighborhood.

The Project HOPE Playability Team decided to focus on the area from Radio Street to Treyer St. 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:

Traffic Control

- Speed humps on Treyer St. between Roth St. and N. Clinton Ave.
- Speed humps on Flower St. between Lill St. and N. Clinton Ave.
- Speed humps on Lill St. between Clifford Ave. and Treyer St.
- Speed humps on Radio St. between Lill St. and N. Clinton Ave.

Safety

- Replace damaged fencing at 15 and 29 Treyer St. (to keep people from cutting over to Treyer St. from Flower St.)

Equipment

- Project HOPE – Kids At Play signs at the corners of: Treyer St. and N. Clinton Ave.; Flower St. and N. Clinton Ave.; Radio St. and N. Clinton Ave.; and Lill St. and Clifford Ave.
- Trash Containers at the corners of Treyer St., Flower St., Radio St., and Lill St.
- The Trash Containers would be designed with art by the youth in 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 Project HOPE 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.