



May 2014 Edition

Happy May from "Rochester's City Schools Got HEART!" This monthly e-newsletter includes health tips, training announcements, grant opportunities, updates, events, and a "School Spotlight" feature to showcase innovative school health initiatives. Our goal is to keep you well informed about school health resources, activities, and successes!

MAY IS NATIONAL BIKE MONTH

Did you know that May is [National Bike Month](#)? This event is sponsored by the League of American Bicyclists and celebrated in communities from coast to coast. Established in 1956, National Bike Month is a chance to showcase the many benefits of bicycling — and encourage more folks to give biking a try.

Rochester will be celebrating Bike Week May 10-18 and National Bike to Work Day on Friday, May 16. It's a chance to kick off the 2014 biking season and encourage people to try bicycle commuting as a safe, fun, healthy alternative to driving to work.



Biking to work is a great way to promote employee health and wellness, and has many benefits:

- *Cost* – Save money on gas, parking, and vehicle upkeep
- *Health* – Meet recommended physical activity targets as part of your daily routine
- *Productivity* – Arrive at work energized, focused, and refreshed
- *Happiness* – Biking to work reduces stress and provides a significant boost to mental health and self-esteem
- *Environment* – The only energy you spend is burning calories

There are many ways that worksites and wellness programs celebrate Bike to Work Day. Below are a few ideas for your consideration:

- Provide a special breakfast for employees who bike to work
- Award a prize to the employee who bikes the farthest distance from home to work
- Take fun photos of employees with testimonials about their ride and post on the employee wellness bulletin board
- Unveil or announce the purchase of new bike racks or other bike storage for employees to use
- Give away small prizes such as bike lights or bike water bottles

- Raffle off a larger prize among folks who bike to work such as a free tune-up or commuting pannier
- For more ideas, check out the League of American Bicyclists Bike to Work Day Event [idea page](#) (scroll to down and click on Ideas for Bike to Work Day)

Here are a few resources that you could share with your employees to help them get ready for Bike to Work Day on May 16:

- Plan a route using the City of Rochester's [interactive bicycle facilities map](#) and a [google map of Greater Rochester Bicycle Rideability Ratings](#)
- Read a tip sheet or watch a video about [safe bike commuting](#)
- Explore other topics in an [online bike commuting forum](#).

What will your school do to celebrate National Bike Month and/or National Bike to Work Day? To share your plans, please contact Marcia Middleton, RCSD Health Project Coordinator for HEART, at mailto:marcia_middleton@urmc.rochester.edu.

PUBLIC MARKET PROGRAMS

The Rochester Public Market (RPM) operates on a year round basis. It has provided over a century of service to Rochester residents and local vendors. The Friends of the Rochester Public Market offer some great youth and adult programs. For example, consider taking your students for a free Market Bounty Tour. These tours for elementary school classes help students learn about good health and the role of local farmers. The tours run from mid-April through October and last for an hour. *Seasonal Market Bounty* nutrition packets are sent prior to the tours with fun kid-friendly recipes and a "Treasure Hunt" that encourages youth to explore the bounty of the Market. [Click here](#) to learn how to schedule a tour. School staff and parents may also wish to attend monthly [market tastings with Margaret](#), buy a [RPM cookbook](#), or learn more about the [RPM token program](#).



FIRST LADY'S "LET'S MOVE" CAMPAIGN TO FOCUS ON HOME COOKED MEALS

First Lady Michelle Obama recently announced that the focus of the *Let's Move!* campaign over the next year will be on encouraging families to cook together and teaching basic culinary skills as one way to prevent childhood obesity. She said that unfortunately, home-cooking has fallen by the wayside for many families who are strapped for time and believe that it is too labor-intensive and expensive. Many parents also don't have the necessary skills and therefore rely on the fast-food drive through. The First Lady argued that giving Americans just a handful of fundamental cooking skills, such as chopping, broiling and grilling, will help ensure that nutritious food gets onto the dinner plates of the nation, with fewer calories, better ingredients, and controlled portion sizes. Research has shown that meals prepared at home tend to be lower in saturated fat, sodium, cholesterol, and calories, and higher in calcium and fiber than foods prepared away from home. Home-cooking will also save money for most families. Mrs. Obama said, "Home-cooking can fundamentally change the way families take control of their health" without any kind of legislated government intervention.



PLEASE TELL US WHAT YOU THINK OF THIS NEWSLETTER

In October 2013, we launched the “**Rochester’s City Schools Got HEART!**” newsletter to keep schools informed about school health resources, activities, and successes. Since then, we have provided eight monthly e-newsletters to a growing list of school wellness champions, parent liaisons, home school coordinators, and others interested in school health. We would like to learn what you think of this newsletter. **Please [click here](#) to take a very short survey.** It will only take **1-3 minutes to complete**. Your feedback will help us serve you better.

Thank you!

PAST SCHOOL HEALTH NEWSLETTERS

[Click here](#) if you’d like to read past issues of “**Rochester’s City Schools Got HEART!**”



HEART stands for Health Engagement and Action for Rochester's Transformation. It is the name of the five-year Community Transformation Grant awarded to the Rochester community by the Centers for Disease Control and Prevention to help promote health by making healthy living easier. The HEART grant was awarded to the University of Rochester Medical Center, Monroe County Department of Public Health and community partners: Finger Lakes Health Systems Agency, Foodlink, the Rochester City School District, and the YMCA of Greater Rochester.

To learn about HEART successes and community partners, visit our [Facebook page](#).

CENTER FOR COMMUNITY HEALTH
46 Prince Street - Rochester, New York - 14607
(585) 224-3501

www.RocHeart.urmc.edu

