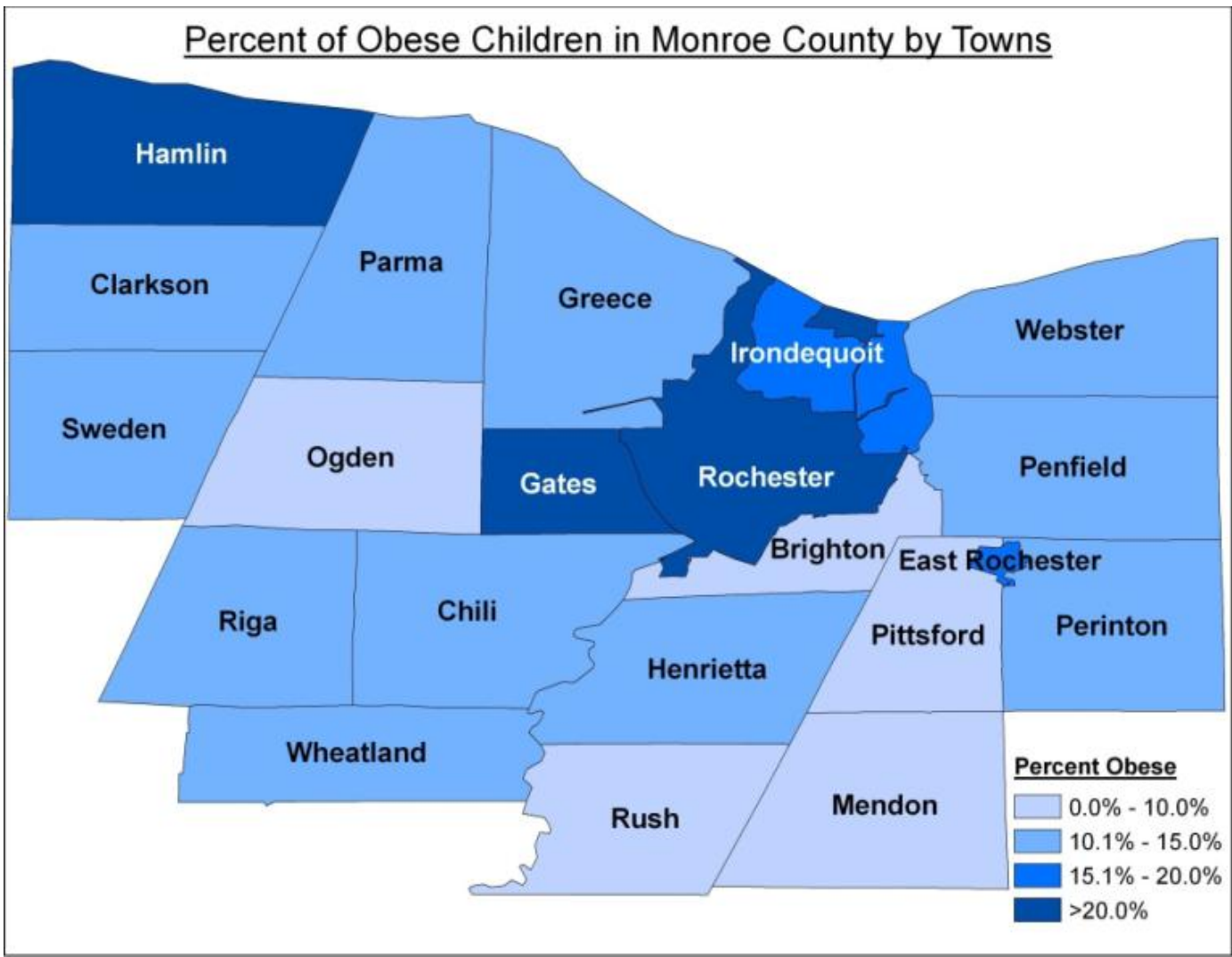


Childhood Healthy Weight Strategy

July 2013

greater rochester
Health
foundation

Children and Adolescents (2-18 years of age)



GRHF Healthy Weight Strategy

GOAL: Increase the prevalence of children ages 4-10 at a healthy weight

Increase physical activity and improve nutrition in schools, home and community

Advance policy and practice solutions

Execute a community communications campaign

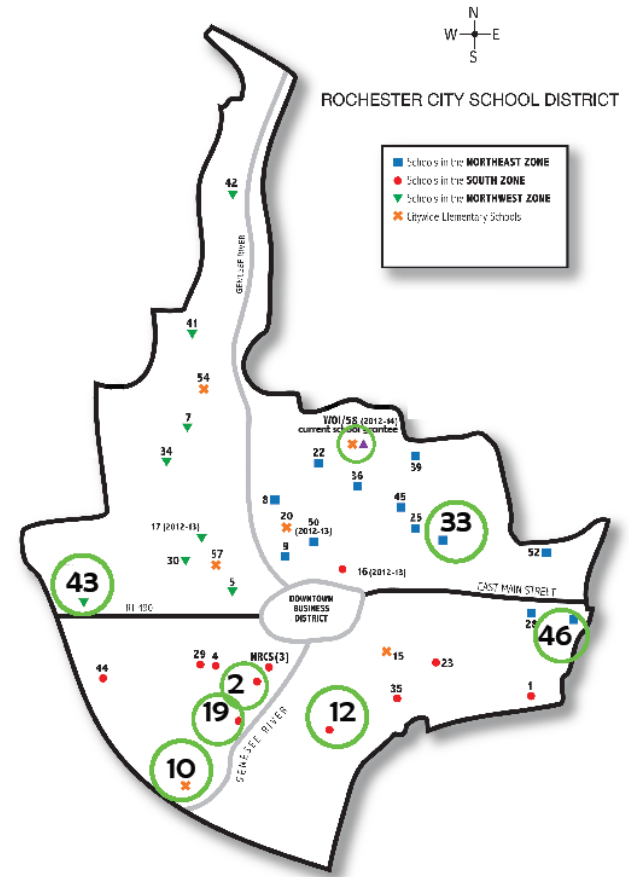
Engage the clinical community

School / Home / Community

- Healthy Weight Council
- Engage eight high potential elementary schools in the City of Rochester
 - 3 year grants; physical activity and healthy eating
- Engage out of school time (OST) providers that are affiliated with targeted schools
- Support Universal Pre-Kindergarten (UPK) programs that are 'feeders' to the targeted schools
- Engage parents in healthy behaviors

Funded Schools

- School #2 – Clara Barton
- School #10 – Dr. Walter Cooper Academy
- School #12 – James P.B. Duffy
- School #19 – Dr. Charles T Lunsford
- School #43 – Theodore Roosevelt
- School #33 – John James Audubon
- School #46 – Charles Carroll
- School #58 – World of Inquiry
 - Current grantee; re-apply Oct 2013



Policy

- Finger Lakes Health Systems Agency
- Healthi Kids – policy and practice change agents
 - School Food – breakfast, lunch, summer meals
 - Recess
 - Safe Routes to School
- Parent focused

healthikids.org



Communications

BeAHealthyHero

- Traditional media
- Social Media
- On-the-ground efforts
 - Street Team



5 fruits and veggies a day

2 hours or less of computer or TV time

1 hour of active play

0 sugary drinks

Clinical Community

- Monroe County Medical Society
 - Family and pediatric practices
 - Materials and resources
- Prevalence Study - 2013

Evaluation – Children’s Institute

- Surveys
 - Parents, teachers, students
- Pedometers
- Cafeteria Assessment
- Recess
 - Observation/survey/activity log
- FitnessGram

- DRYS
 - Rec on the Move
 - REC @ the REC
- Freedom Market



REC @ THE REC
DOUBLE DUTCH,
DANCE & STEP
FOR YOUTH AGES 6 - 10

FIRST SESSION
JULY 16TH THRU SEPTEMBER 15TH

FOR MORE INFORMATION VISIT WWW.CITYOFROCHESTER.GOV/RECREATION
OR A RECREATION CENTER LISTED BELOW:

RYAN COMMUNITY CTR 530 WEBSTER AVE - DOUBLE DUTCH & STEP
GAMB COMMUNITY CTR 700 NORTH ST - DOUBLE DUTCH & DANCE
SOUTH AVE COMMUNITY CTR 999 SOUTH AVE - DOUBLE DUTCH & STEP
BLING 86 COMMUNITY CTR 271 FLINT ST - DOUBLE DUTCH & DANCE
AVENUE D COMM CTR 200 AVENUE D - DANCE & STEP
ROSE SHAWLER COMM CTR 75 GROVER STREET - DANCE

5210
www.recreation.org

CITY OF ROCHESTER
Office of Recreation & Parks

Thursday, August 8th
12:30-2:30 pm

359 Webster Avenue
Rochester, NY

*You are cordially invited
to attend the
Grand Opening Celebration
of the*

**FREEDOM
MARKET**

*To commence with the Freedom School Parade
down Webster Avenue*

Come check out the new store!
12:30 pm - Parade Begins
1:00 pm - Welcoming Remarks & Ribbon Cutting
1:30 pm - Games/Activities & Tours

RSVP to Gloria Morris
gmorris@neadrochester.org
or (585) 482-7322

NEAD

Contact

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258-1708

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thegrhf.org

beahealthyhero.org



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5210healthyhero.tumblr.com/