Childhood Healthy Weight Strategy
July 2013
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

Be A Healthy Hero

- 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
Contact

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