

# Action Plans for Play: Best Practices from Playful City USA Communities

Tia Hodges – KaBOOM!  
Helen Hernandez – Baldwin Park, CA  
Erika Lewis-Huntley – Rancho Cucamonga

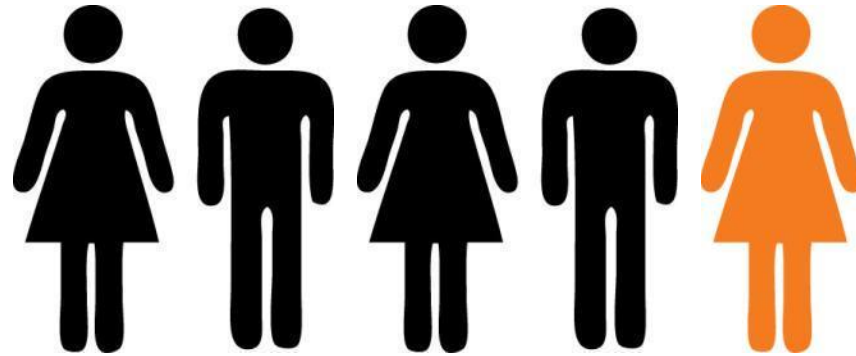


# The Play Deficit

Do you have a park within walking distance of your home?



# The Play Deficit



Only 1 out of 5 children in the United States lives within a half mile of a park; the deficit is worse in low-income neighborhoods (CDC, 2010; American Journal of Public Health, 2006).



# The Play Deficit

Do kids in your community have regularly scheduled recess?





# The Play Deficit



One-fifth of schools do not provide regular recess to students in all grades (Centers for Disease Control, 2007).

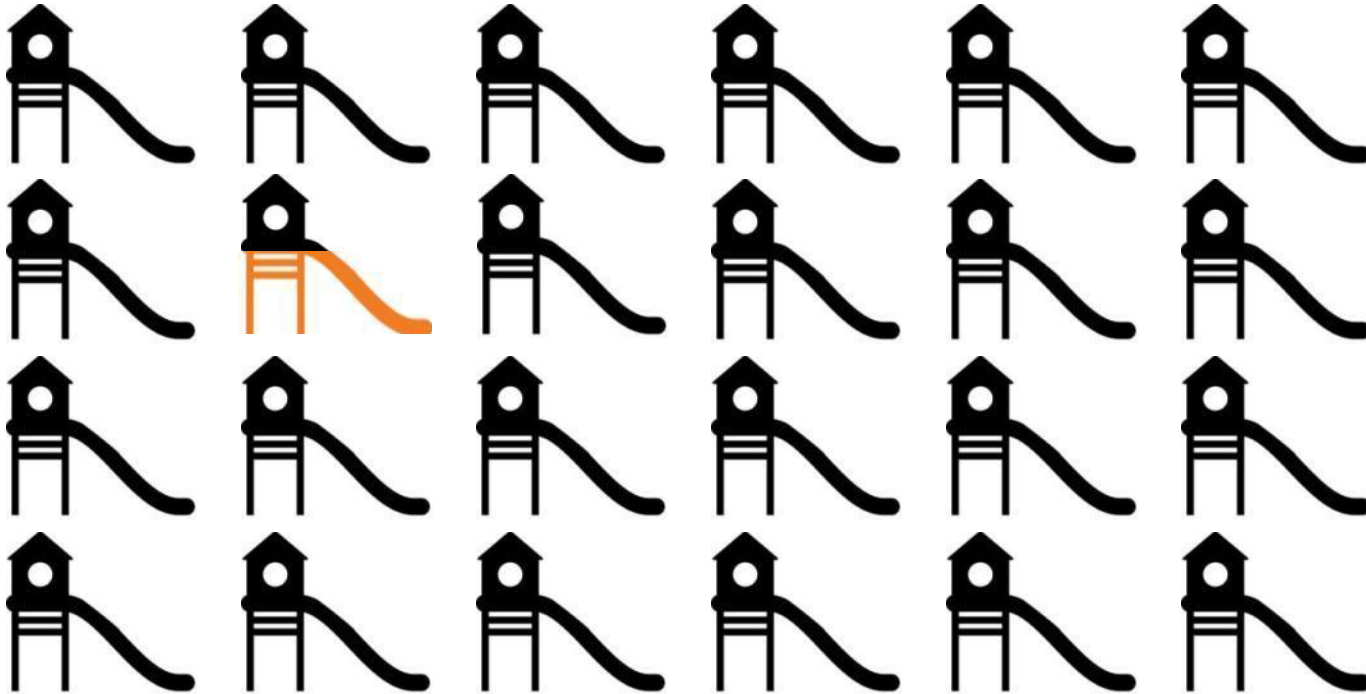


# The Play Deficit

How many minutes of recess did you  
have as a child?



# The Play Deficit



Students receive less than 30 minutes of recess daily on average. This varies based on geographic location and income level (National Center for Education Statistics, 2005).

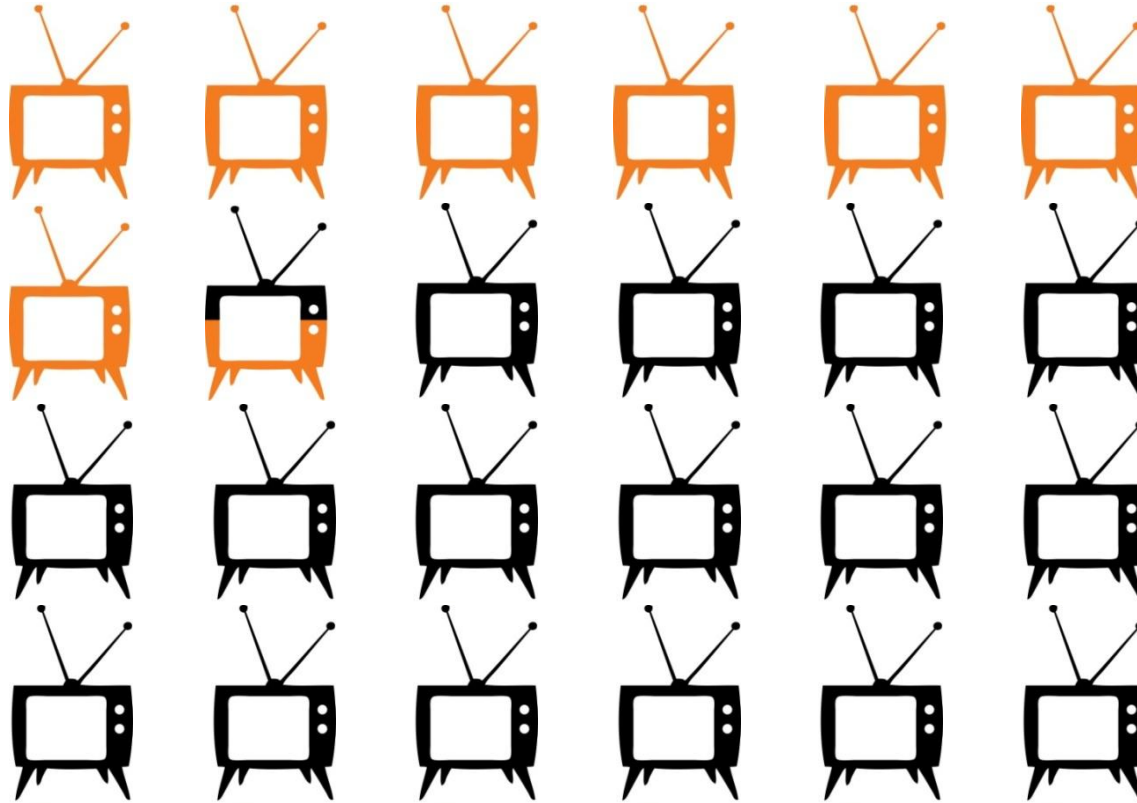


# The Play Deficit

How many hours do your kids spend in front of a screen?



# The Play Deficit



Youth spend an average of 7.5 hours a day with electronic media (Kaiser Family Foundation, 2010).





# Play Has Purpose



Social



Emotional



Cognitive



Physical



**About KaBOOM!**

# Introducing KaBOOM!

A great place to play within walking distance of every child in America.

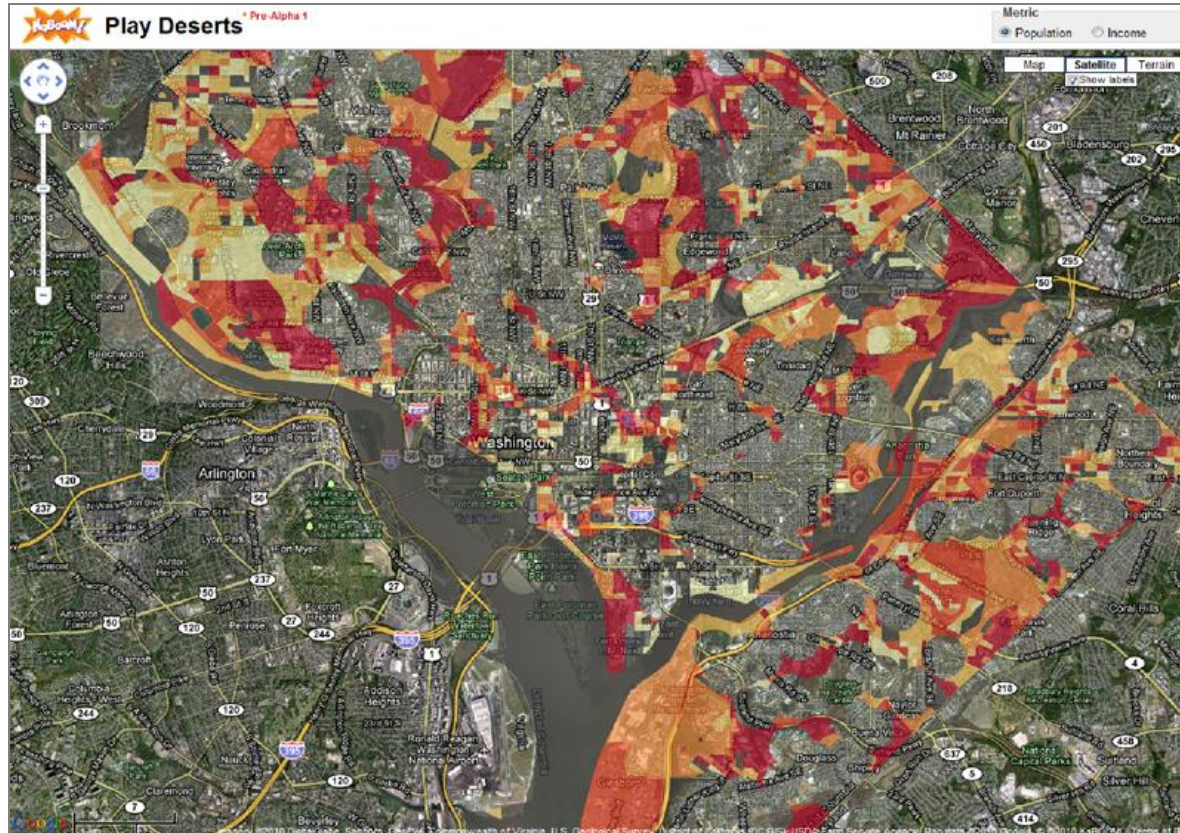


# Building and Improving Playgrounds





# Mapping the State of Play





# Advocating for Local Policies



# Playful City USA



# 151

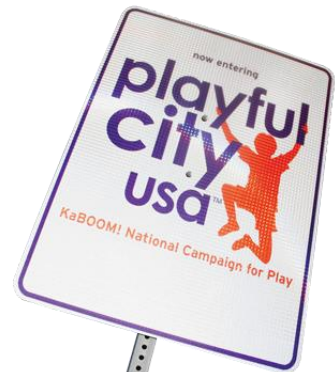
**Playful City USA communities**





38 & 1

**states and territory represented  
by Playful City USA**



**Florida** 20  
**California** 14  
**Arizona** 11





# Playful City USA 2012

Map Playspaces

Perform Needs Assessment

Share Best Practices

Increase Access  
at Schools

Increase  
Access in  
Neighborhoods

Increase Access  
via Community  
Engagement

Evaluate Performance



# Benefits of Playful City USA

- National spotlight publications and media coverage
- Exclusive grants, totaling \$2.1 million over three years
- Healthier children and strong communities
- Free online trainings covering hot tops in play
- Network of cities committed to play
- Playful City USA street signs



# Baldwin Park, CA

Helen Hernandez  
Program Supervisor –  
Baldwin Park Parks & Recreation



Population: 75,390



Three-Time Honoree



# City of Baldwin Park

- Playful City USA  
3-time recipient





# Who is Baldwin Park?

- Small suburban community with a Population of 75,000- 63% of which is under the age of 35, and 33.6% is under the age of 19.
- Largely Hispanic community, with high Asian American population.
- Limited to 4 city-owned play spaces.
- 7 City owned parks/community buildings





# Our Partners

- KaBOOM! and Playful City USA
- CPRS- California Parks and Recreation Society
- CCPHA- California Center for Public Health Advocacy
- BPRAC- Baldwin Park Resident Advisory Committee
- BPCC- Baldwin Park Community Center Corporation
- Baldwin Park Unified School District



# Partner Accomplishments

- KaBOOM! Community Built Playground at Walnut Creek Nature Park
- CPRS- Parks Make Life Better Campaign



**Parks  
Make  
Life  
Better!**<sup>SM</sup>



# Partner Accomplishments

- First City to pass a policy with healthier options in our vending machines
- Healthy Policy Yields Healthy Minds Initiative
  - Established 2003
  - Updates 2008 and 2011
  - Improvements include smoking bans, snacks, and beverage restrictions.



# Community Park Ownership

- Inclusion of local schools, neighboring homes/apt buildings



- Park tile program included 410 tiles accumulated from various programs and future park patrons





# Play Day Events



# Putting in work





# Clean out those closets



- Existing Supplies- Sports equipment, board games, crafts, old magazines
- Donations- Seniors, Goodwill
- Minimal Purchases – 99 cent & Dollar Tree



# Tug o War





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Recreation and Community Services  
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KaBOOM! National Campaign for Play



Questions?



# Rancho Cucamonga, CA

**Erika Lewis-Huntley**  
Project Director – Healthy RC  
City of Rancho Cucamonga



Population: 165,269



First-Time Honoree





# Action Plans for Play: Best Practices from Playful City USA Communities – *Rancho Cucamonga, CA*

Active Living Research Conference  
March 12, 2012





# Commitment to Community Health



- Rancho Cucamonga population: ~170,000 (grown 350% since incorporation in 1977)
- 40.2 square miles
- Health indicators parallel those of San Bernardino County
  - 4<sup>th</sup> most obese
  - 9<sup>th</sup> highest death rate from heart disease
  - 2 out of 3 residents are obese or overweight
  - 2 out of 4 students do not meet fitness standards
- Public health under City purview
  - City Council goal & formal adoption of resolution



# Healthy RC Strategies

- Lead by Example
- Comprehensive Approach to Health
- Mobilize Public-Private Resources
- Empower Resident Leaders
- Advance Policies and Programs that Support Healthy & Sustainable Lifestyles



# The Road to Healthy RC

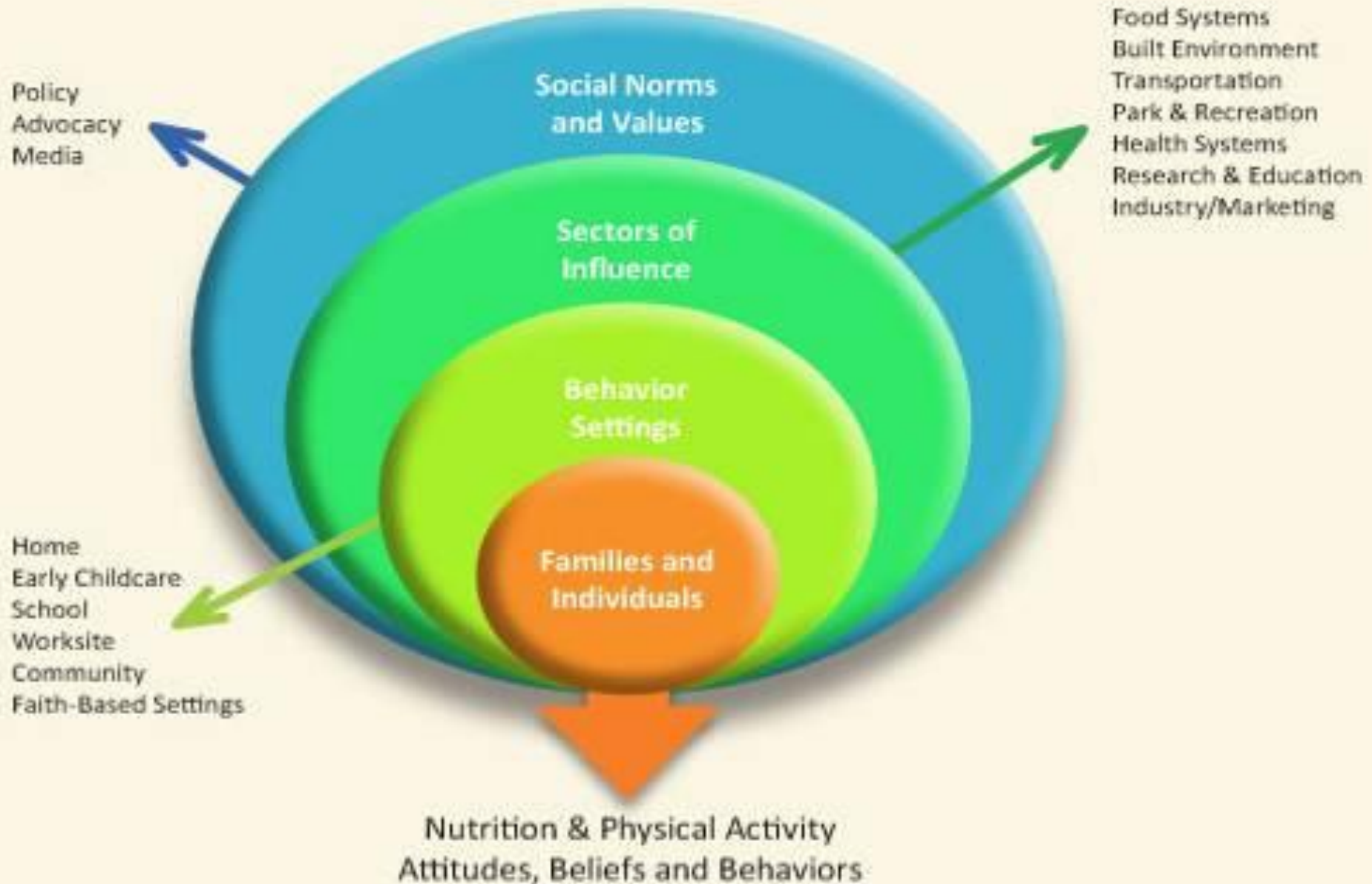


- City-wide initiative to encourage healthy and sustainable lifestyles
  - Comprehensive and integrated approach
  - Multi-departmental effort
- Broad definition of health
  - Impacted by how we develop our communities

*Healthy RC inspires a lifestyle that embraces a Healthy Mind, Body, and Earth, through lifelong learning and enrichment, active and healthy living and environmental sustainability.*



# Focus on ALL Influencers of Health





# Healthy RC Integration

- Minimize reliance on General Fund
  - **Integrate** into existing and new programming
  - **Leverage resources**
    - > *\$6.5 million in grant funds*
- Identify **policy opportunities** to increase healthy lifestyles
  - Long-term sustainability
  - City is in an excellent position to **modify environments** that directly affect health
- **Institutionalization...just the way we do things**



Community Events



Facilities



Employee Programs



Newsletters



# Health in All Policies

- What is the General Plan?
  - Long-range policy document (“Blueprint”) for the development of the city
  - Overarching goal to maintain & enhance the health of Rancho Cucamonga
- Spirit of Rancho Cucamonga
  - Reflect the City’s pursuit of a **Healthy Mind, Body, & Earth**
  - Defines the way we want to work together to create a healthy more livable community



# General Plan Chapters That Reference Healthy RC

General Plan Chapter	Mind	Body	Earth
Managing Land Use, Community Design, and Historic Resources	●	●	●
Housing	●	●	●
Community Mobility		●	●
Economic Development	●		●
Community Services	●	●	●
Resource Conservation			●
Public Facilities and Infrastructure	●	●	●
Public Health and Safety	●	●	●

# Example Policies

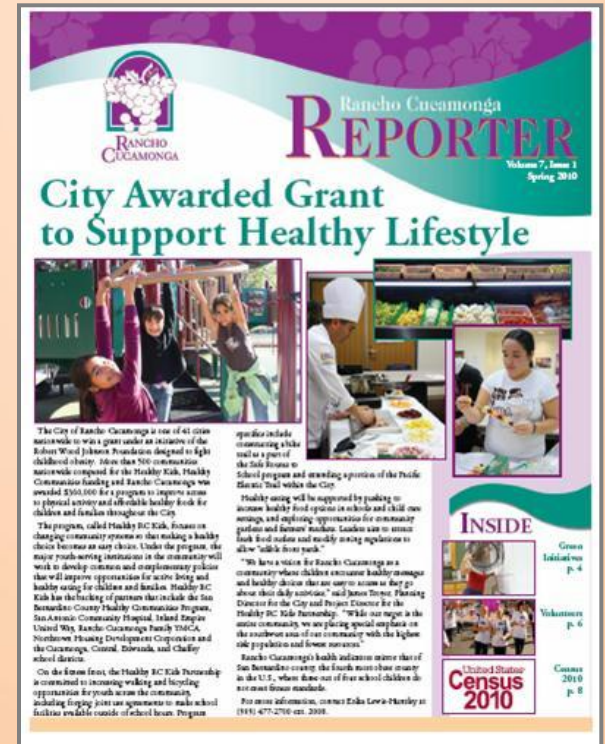
- Policy CS-7.2: Provide all Rancho Cucamonga residents with convenient access to healthy, locally grown fresh foods.
- Policy CS-7.1: Consider all opportunities to encourage community gardens and similar community gathering places.
- Priority ED-3.4: Improve internal circulation for all modes of transportation, consistent with the concept of “Complete Streets.”





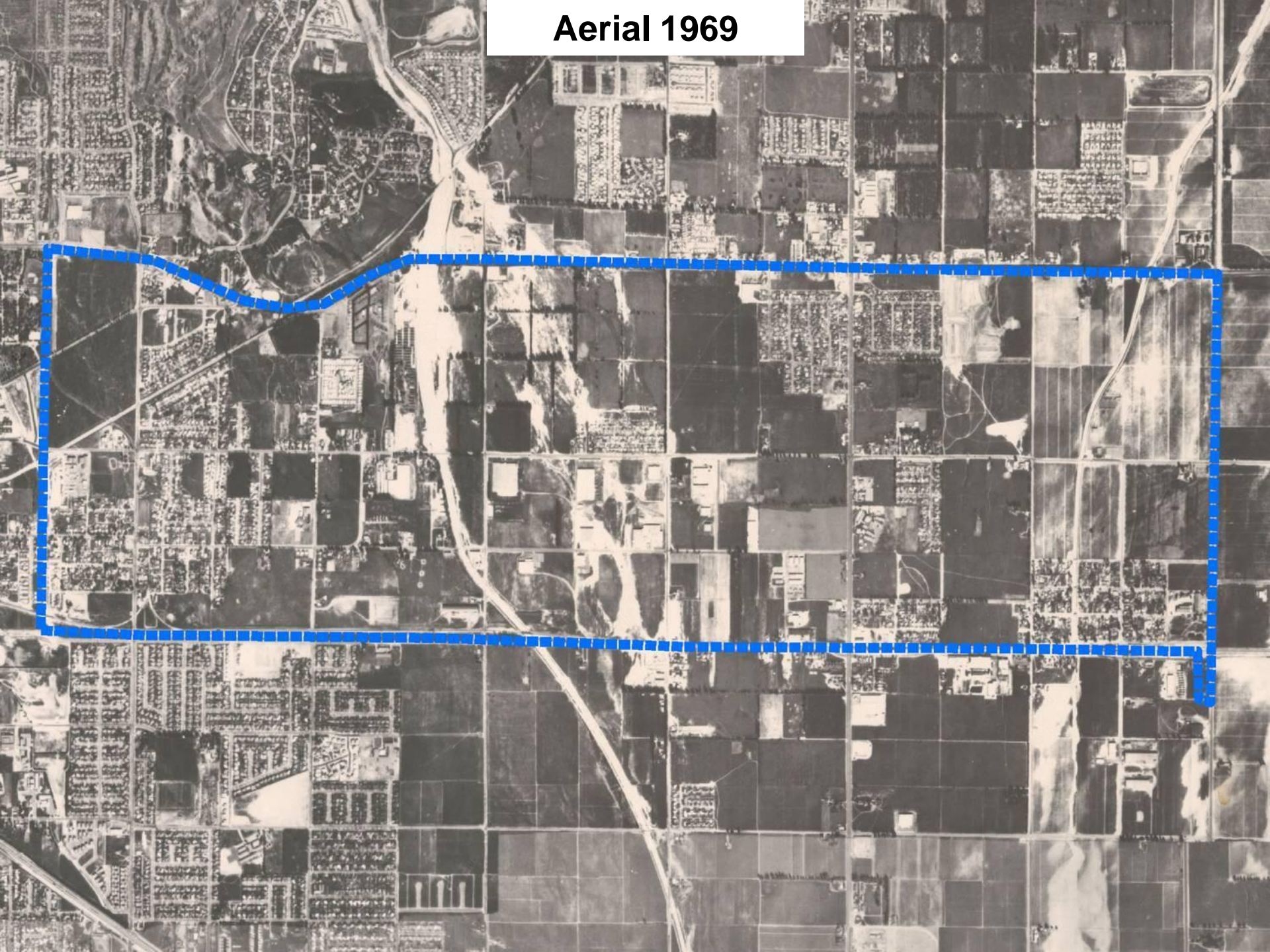
# Making the Healthy Choice, the Easy Choice

- Increase opportunities for **healthy eating & active living** throughout the city
- Emphasis on areas at **highest risk** for obesity and **least amount** of resources to address the problem
- Identify strategies to overcome barriers to HE/AL in neighborhoods
  - No large grocery stores
  - Lack of curbs, sidewalks, bike lanes
  - Lack of green space
  - Public safety concerns



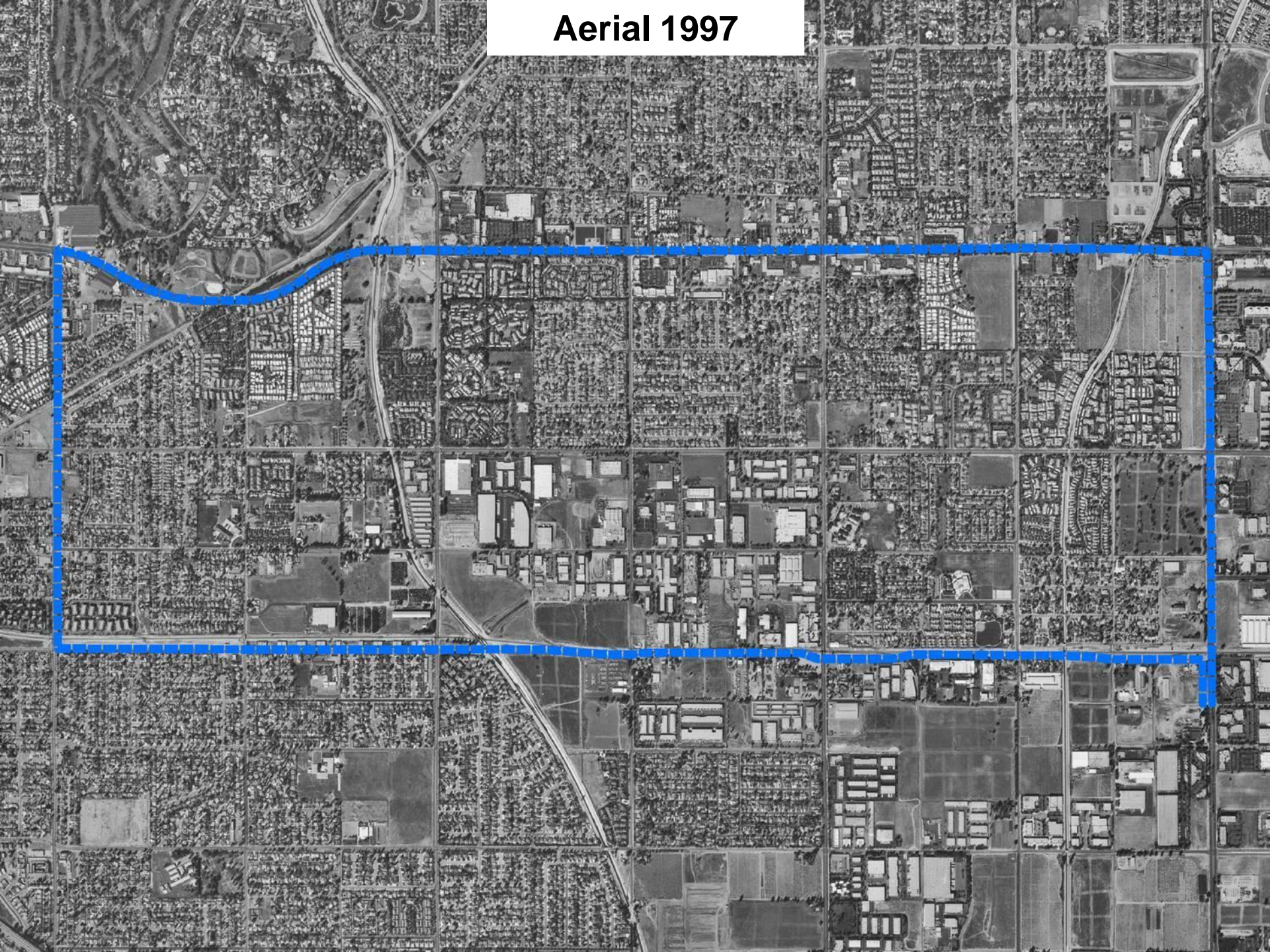


**Aerial 1969**





Aerial 1997

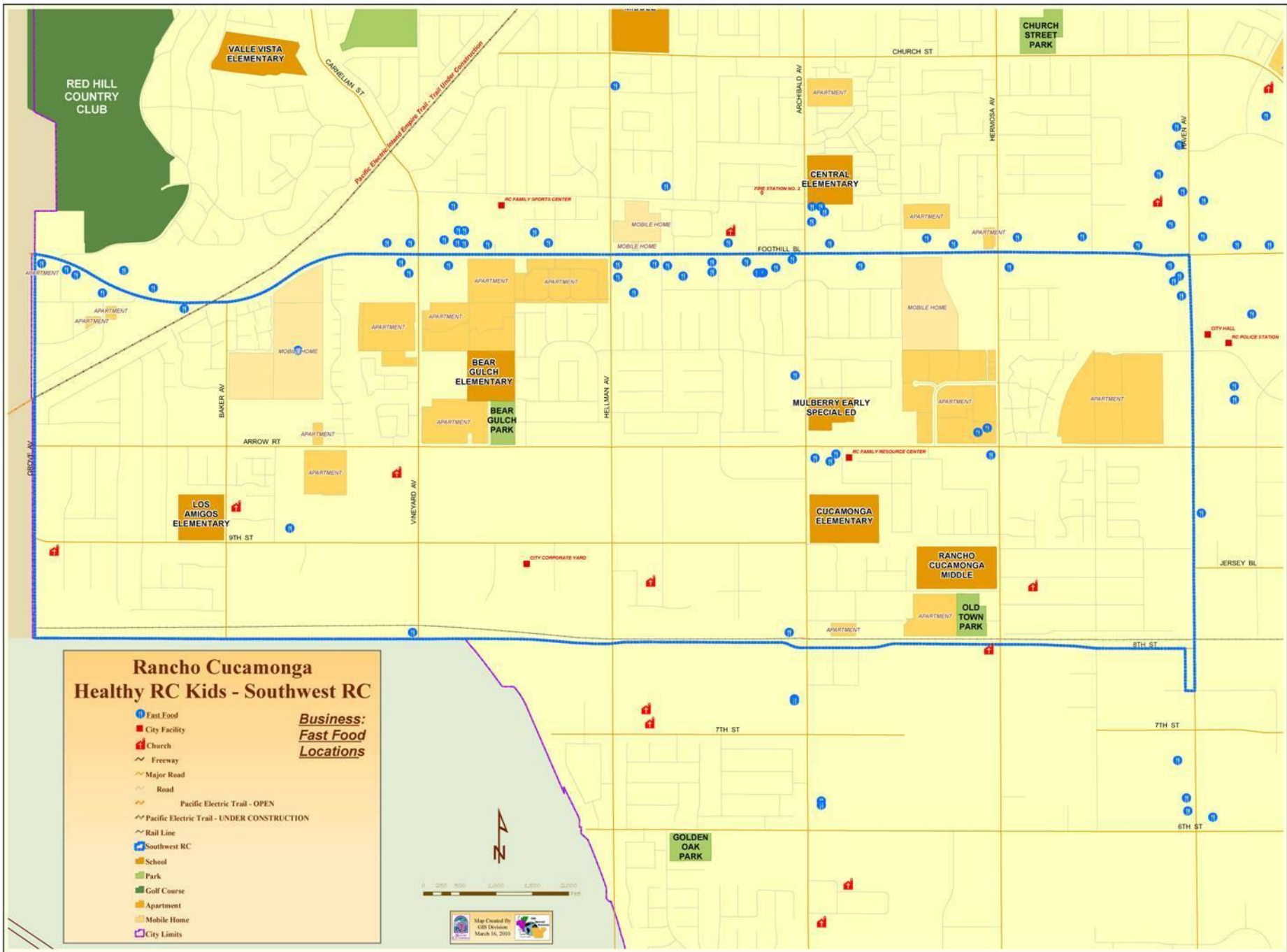




Aerial 2009





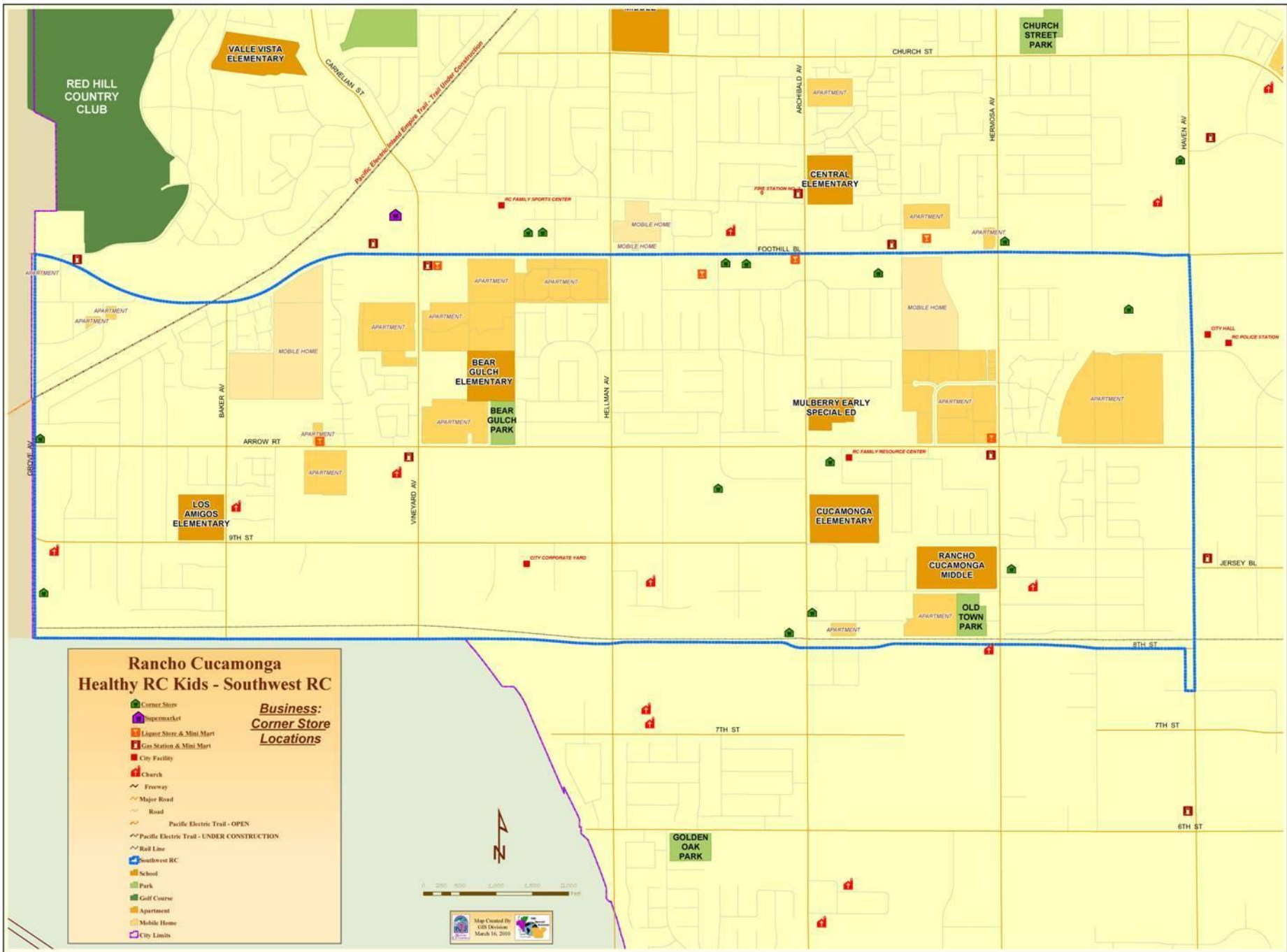


### Rancho Cucamonga Healthy RC Kids - Southwest RC

***Business:  
Fast Food  
Locations***

- Fast Food
- City Facility
- Church
- Freeway
- Major Road
- Road
- Pacific Electric Trail - OPEN
- Pacific Electric Trail - UNDER CONSTRUCTION
- Rail Line
- Southwest RC
- School
- Park
- Golf Course
- Apartment
- Mobile Home
- City Limits





**Rancho Cucamonga  
Healthy RC Kids - Southwest RC**

***Business:  
Corner Store  
Locations***

- Corner Store
- Supermarket
- Liquor Store & Mini Mart
- Gas Station & Mini Mart
- City Facility
- Church
- Freeway
- Major Road
- Road
- Pacific Electric Trail - OPEN
- Pacific Electric Trail - UNDER CONSTRUCTION
- Rail Line
- Southwest RC
- School
- Park
- Golf Course
- Apartment
- Mobile Home
- City Limits



# Mobilizing Public/Private Resources



- **Optimize community resources**
  - **Healthy RC Collaborative:**
    - Residents (youth & adults)
    - City staff
    - Public health professionals
    - Community organizations
    - Faith-based institutions
    - Hospitals
    - Schools
    - Local businesses
    - Universities
- (Randall Lewis Health Policy Fellow)





# Community Engagement

- Community Forums for youth and adults
- Identify barriers and challenges to healthy eating and active living in southwest Rancho Cucamonga
- Propose strategies to mitigate challenges
  - Farmer's Markets,
  - Community Gardens,
  - Safe Routes to School, etc
- Formed Subcommittees made up of City staff, community organizations, and residents





# Empowering Community Leaders

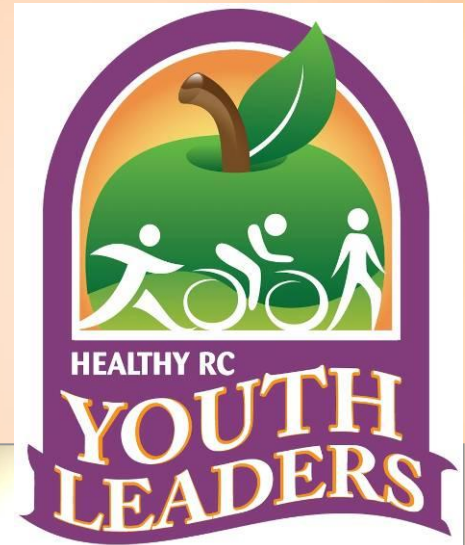


- Community-based Participatory Approach
- Building “**Community Champions**”
- Recognizes that EVERYONE has something to contribute to the process
- Participate in decisions that affect their community
- **Meaningful participation**
- Sense of ownership
- Increases trust and bridges cultural gaps
- **Long-term sustainability**



# Empowering Youth Leaders

- Modeled after “Community Champions”
- Competitive process: application, interview, critical thinking exercise
- Branding Workshops
- Youth empowerment workshops conducted by CANFIT
- Activities:
  - Assessments for Nutrition & Beverage Standards
  - Farmer’s market assessments
  - Walkability audits
  - Video development (PSA’s)



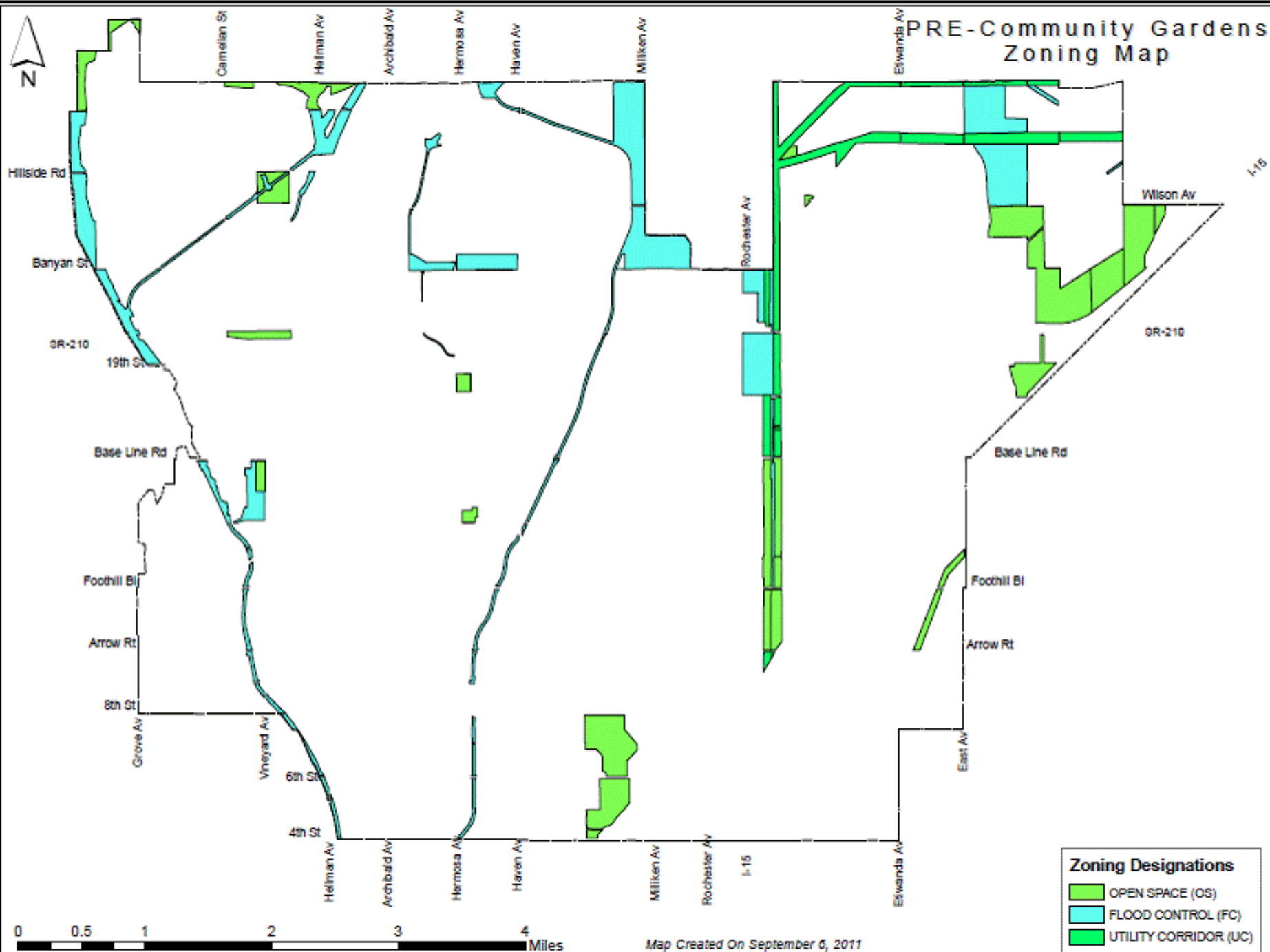


# Healthy Eating: Community Gardens Ordinance

- CG Subcommittee conducted assessment of CG environment
  - Focus Groups, Key Informant interviews, Site Visits
- Subcommittee drafted policy language included in ordinance
- Council approval: 5/2011
- Community Garden Resource Guide developed
- ***What does it mean?***
  - Increased zoning (including residential and multi-family)
  - Develops definition for CG
  - CUP fees waived (>\$2,500)



# PRE-Community Gardens Zoning Map



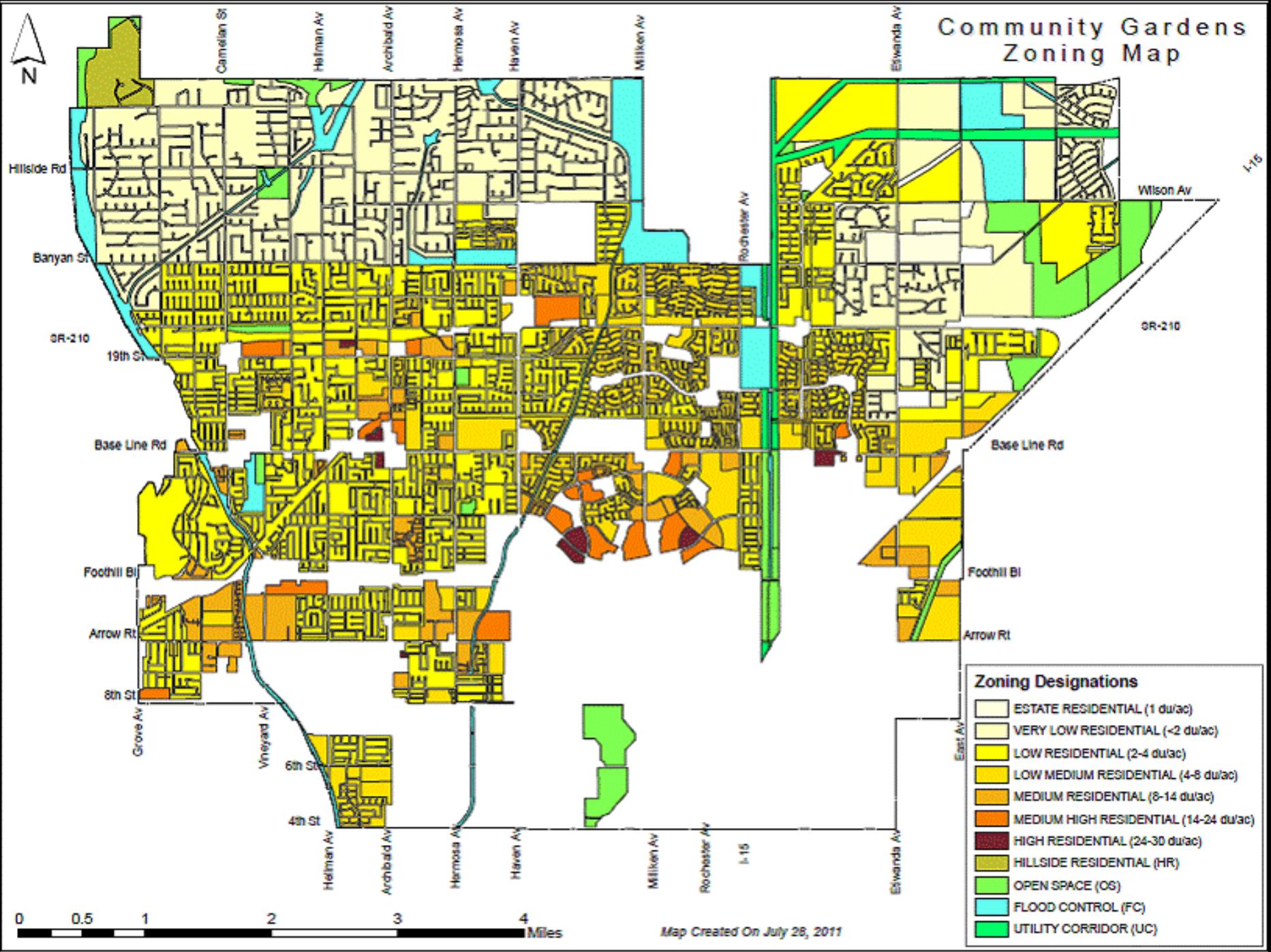
**Zoning Designations**

- OPEN SPACE (OS)
- FLOOD CONTROL (FC)
- UTILITY CORRIDOR (UC)

Map Created On September 6, 2011

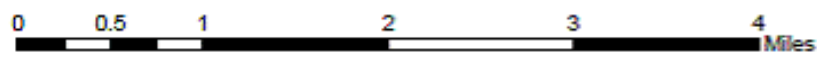


# Community Gardens Zoning Map



**Zoning Designations**

[Lightest Yellow Box]	ESTATE RESIDENTIAL (1 du/ac)
[Light Yellow Box]	VERY LOW RESIDENTIAL (~2 du/ac)
[Yellow Box]	LOW RESIDENTIAL (2-4 du/ac)
[Orange-Yellow Box]	LOW MEDIUM RESIDENTIAL (4-8 du/ac)
[Orange Box]	MEDIUM RESIDENTIAL (8-14 du/ac)
[Dark Orange Box]	MEDIUM HIGH RESIDENTIAL (14-24 du/ac)
[Dark Orange/Red Box]	HIGH RESIDENTIAL (24-30 du/ac)
[Olive Green Box]	HILLSIDE RESIDENTIAL (HR)
[Light Green Box]	OPEN SPACE (OS)
[Cyan Box]	FLOOD CONTROL (FC)
[Bright Green Box]	UTILITY CORRIDOR (UC)



Map Created On July 28, 2011

# Healthy Eating: *Farmer's Market Ordinance*

- Conducted assessment of FM environment
  - Focus Groups, Key Informant interviews, Site Visits
- Subcommittee drafted policy language included in ordinance
- Council approval: 5/2011
- Farmer's Market Resource Guide developed
- ***What does it mean?***
  - **Increased zoning** for FM
  - Develops definition for FM
  - **\*\*\*At least 75% of what is sold must be produce/value-added products**
  - TUP permit period extended
  - Encourages EBT/WIC/SNAP acceptance
- Evaluation: Dot surveys, focus groups, surveys





# Healthy Eating: “Bringing Health Home” Farmer’s Market “Double Bucks” Program

- Funded in part by Inland Empire United Way
- Provides financial incentives to Southwest Cucamonga residents to make produce purchases at local FM sites
- Involves: nutrition education, meal planning, budget creation
- Over 78+ families enrolled reaching over 250 individuals!
- Accept EBT/WIC/SNAP



# Healthy Eating: *Healthier Food and Beverage Policy*

- Increase access to healthier food options
- Development of City and organizational policies
- Subcommittee and multi-departmental team formally developed
- Assessments conducted with:
  - Employees
  - Youth
  - Seniors
  - Spanish-speaking populations





# Healthy Eating: *Healthy RC Dining Program*

- Partnership with San Antonio Community Hospital
- Assess local eating establishments' menus
- Develop new menu items or adjust existing
- Participating restaurants receive certificate, window cling, stickers for menus, recognition at a City Council Meeting, on City website, and newsletters
- Applied for First 5 grant
  - Focus on children's menus



# Healthy Eating: Breastfeeding Friendly Workplace Policy & Lactation Support Program

- Partnership with San Antonio Community Hospital & Loma Linda Medical Center
- Organizational Policy
- Assessment of work environment
  - Surveys and focus groups with new mothers and women of child-bearing age
  - Interviews with Department Heads
- Applied for First 5 grant
  - All City facilities open to the public
  - 2 Demonstration Sites



# Active Living: Safe Routes to School (SRTS)



- Improving health, safety, and transportation
- Implemented at 8 schools in the city with 5 more planned for next school year
- 5 “E’s”
  - Education, Encouragement, Enforcement, Engineering, Evaluation
- Stakeholder Workshops, Bicycle/Pedestrian Safety Education, Bicycle Safety Rodeos
- National Center for SRTS grant recipient
- **City management tool** – creating safer, more accessible settings for walking and bicycling

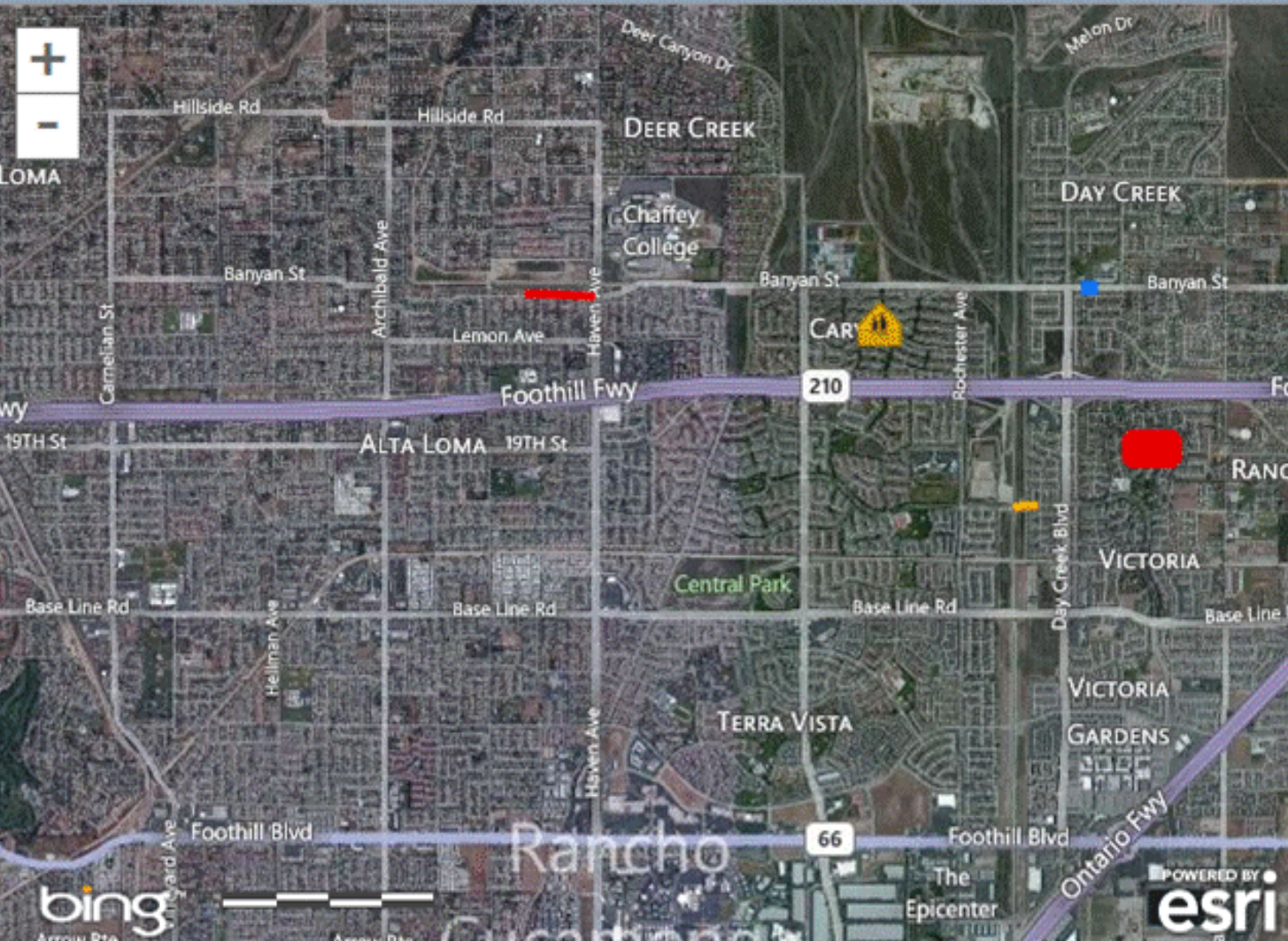




# GIS Interactive Web-based SRTS Map

## SRTS Map - RC

RC SRTS Locations



### Editor

#### Infrastructure Request



Infrastructure Request

#### Common Routes



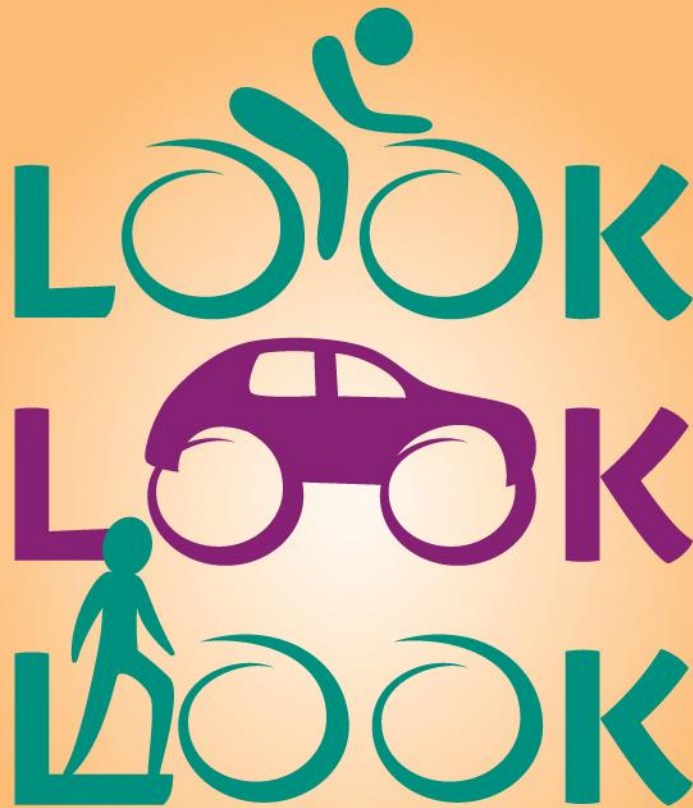
Common Routes

#### HighTraffic Line





# Active Living: Pedestrian Safety Campaign



- Targeted Safety Message to Particular Audience
- Targeted Safety Message to Particular Audience
- Targeted Safety Message to Particular Audience

**Stay Alert • Stay Alive**



- Increase in pedestrian collisions
- Multi-departmental team (Law enforcement, Engineering, Public Works)
- Workshop conducted by Pedsafe
- Declaring March Pedestrian Safety Month
- Sidewalk stencils & pole wraps
- Schools - banners
- Social Media campaign



# Pedestrian Safety Campaign





# Active Living: *Contract Classes & Special Events*

- Partnership with Community Services Department
- Contract classes – year round
  - Ballet/Tap
  - Drums
  - Karate
  - Hip Hop
  - Art
  - Zumba
- Family Fun Nights



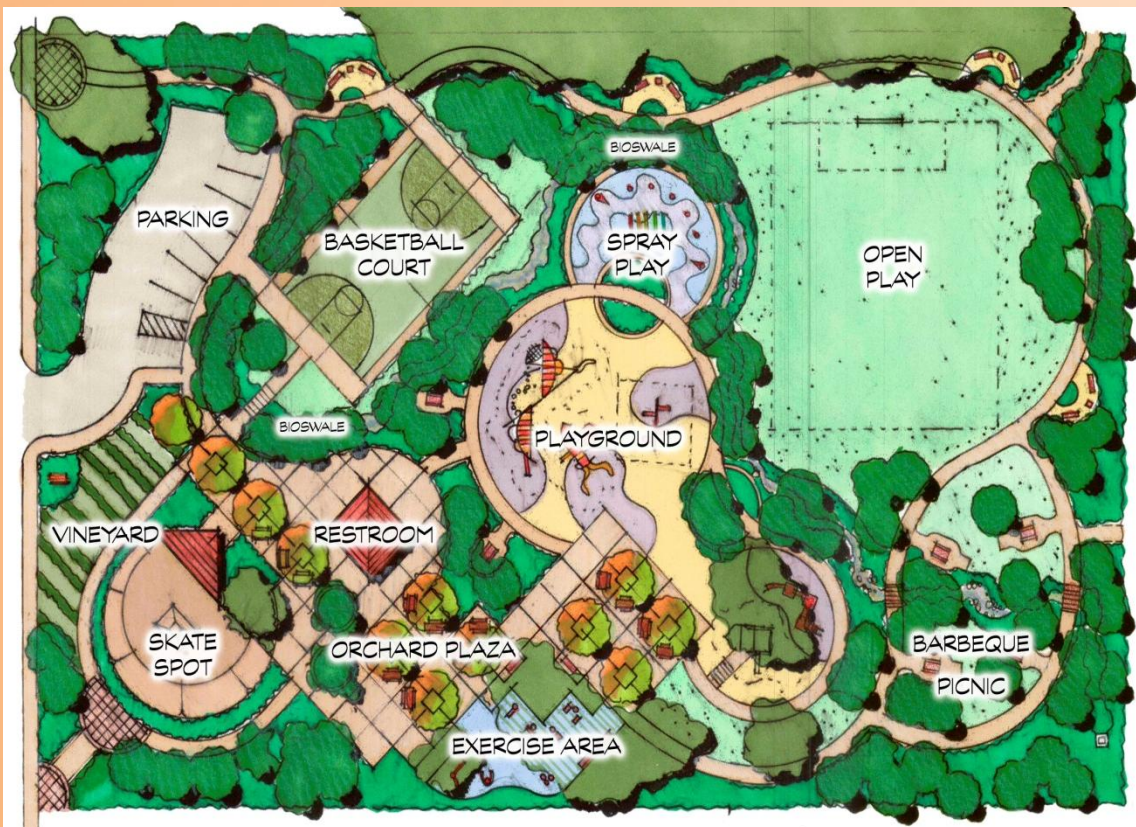
# Active Living: *Healthy RC Kids Fun on the Run*

- Funded in part by Kaiser Permanente
- FREE Mobile Recreation Program
- Serves under-resourced neighborhoods
  - 2 parks and 2 schools
- Over 100 children at each site





# Active Living: *Southwest Cucamonga Park*





# Active Living: *Play Day 2011*

**Rancho Cucamonga is proud to be playful!**

[playfulcityusa.org](http://playfulcityusa.org)

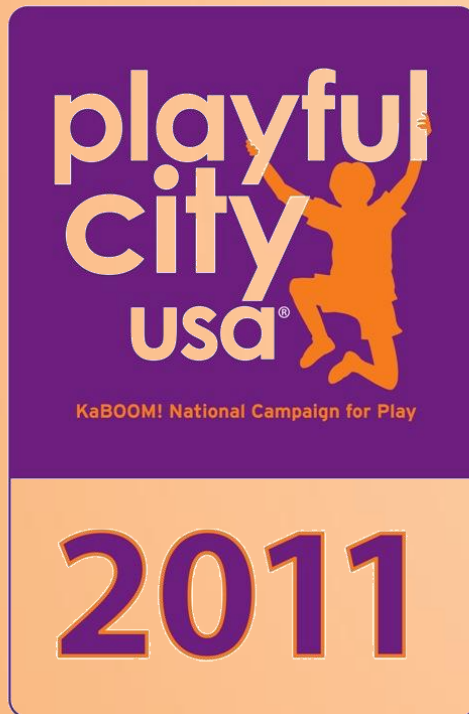


# Active Living: *Pacific Electric Trail*



# Other Healthy Living Initiatives

## Rancho Cucamonga



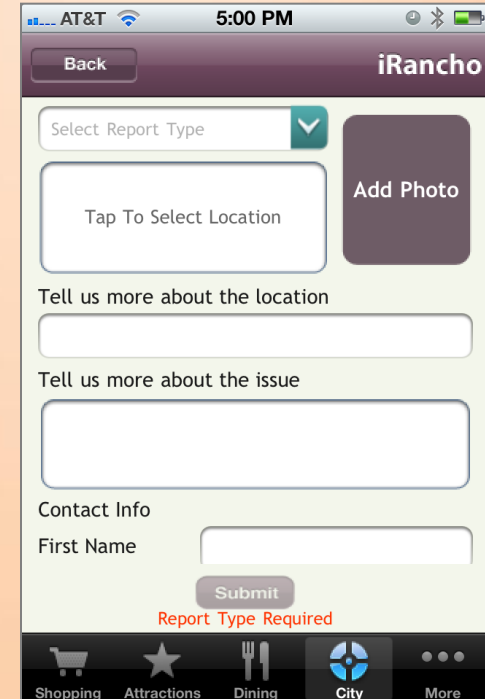
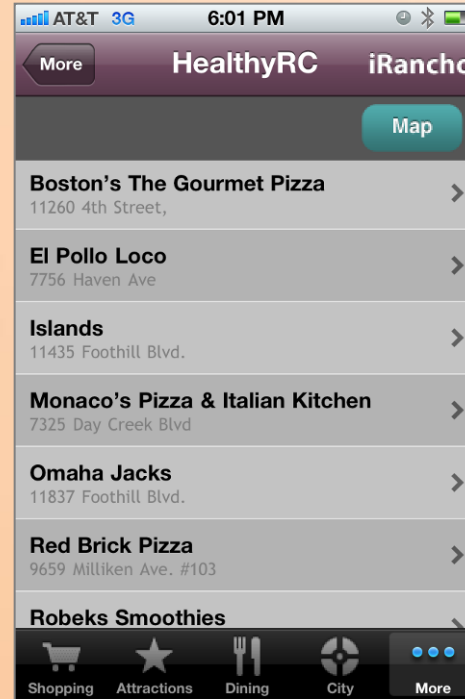
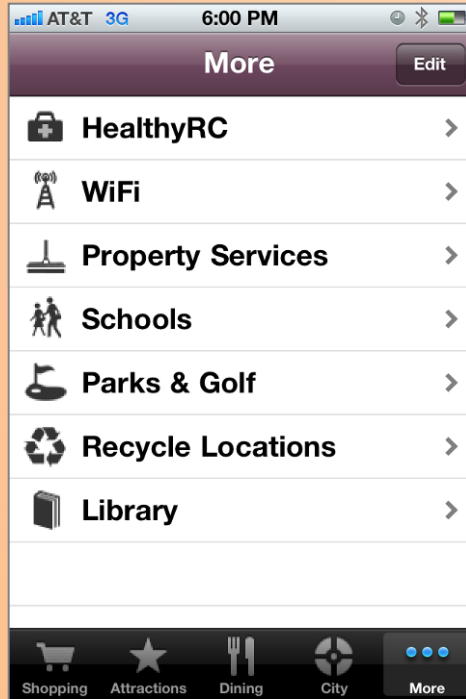
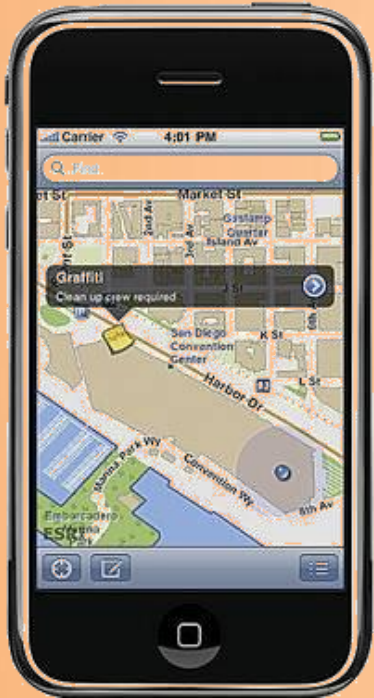
- Joint-use Agreements
- Complete Streets
- Trails System
- Healthy RC Challenge
- Smoke-free Recognition Program







# Mobile Application



# Healthy Living: Book Vending Machine

- Partnership with Rancho Cucamonga Library
- Funded in part by California State Library Grant
- **Bilingual** books/DVD's/Videos that **promote a healthy mind, body & earth**
- Use your library card to check out material for **FREE**



# For More Information about Healthy RC

Visit the Healthy RC Website:

[www.HealthyRC.info](http://www.HealthyRC.info)

Contact:

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# Asset-Based Community Development Activity



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