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

Tia Hodges – KaBOOM!
Helen Hernandez – Baldwin Park, CA
Erika Lewis-Huntley – Rancho Cucamonga
Do you have a park within walking distance of your home?
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?
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).
How many hours do your kids spend in front of a screen?
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 topics 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
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
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
  - 4th most obese
  - 9th 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

Policy
Advocacy
Media

Social Norms and Values

Sectors of Influence

Behavior Settings

Families and Individuals

Home
Early Childcare
School
Worksite
Community
Faith-Based Settings

Food Systems
Built Environment
Transportation
Park & Recreation
Health Systems
Research & Education
Industry/Marketing

Nutrition & Physical Activity
Attitudes, Beliefs and Behaviors
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*
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
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<th>General Plan Chapter</th>
<th>Mind</th>
<th>Body</th>
<th>Earth</th>
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<tbody>
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<td>Managing Land Use, Community Design, and Historic Resources</td>
<td>○</td>
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<td>Housing</td>
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<td>Community Services</td>
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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
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)
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
Common Routes

HighTraffic Line
Active Living: Pedestrian Safety Campaign

• 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

Stay Alert • Stay Alive
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
Active Living:
Pacific Electric Trail
Other Healthy Living Initiatives

- 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

Contact:
Erika.Lewis-Huntley@CityofRC.us
(909) 477-2700 ext.2008
Asset-Based Community Development Activity
Tia Hodges
KaBOOM!
thodges@kaboom.org

Helen Hernandez
Baldwin Park Parks & Recreation
hhernandez@baldwinpark.com

Erika Lewis-Huntley
City of Rancho Cucamonga
Erika.Lewis-Huntley@cityofrc.us