Active Kids at Play: How to Achieve LMCTC Goal V (Part 1)

Webinar

April 23, 2013
Today’s Presenters

• Carmen Harris MPH, Epidemiologist, Division of Nutrition, Physical Activity and Obesity, Centers for Disease Control and Prevention (CDC)

• Tia Hodges, Manager, Playful City USA, and Caryn Ernst, Senior Policy Advisor, KaBOOM!

• Mayor Howard Boozer, Amory, Mississippi
Goal V Basics

• GOAL V: To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan, and launching a minimum of three proven policies, programs or initiatives aimed at increasing access to play.

• Tour of Goal V on www.HealthyCommunitiesHealthyFuture.org
Send Us Your Questions Throughout

Your Participation

• Please submit your text questions and comments using the Questions Panel
• Note: Today’s presentation is being recorded. Slides and recording will be sent within 48 hours.
Subject Matter Expert:

CDC
Carmen Harris, MPH
Link to Presentation:

http://prezi.com/7j1zu5z3puze/lets-move-cities-towns-counties-goal-5/
Subject Matter Experts:

KaBOOM!
Tia Hodges and Caryn Ernst
Playful City USA
April 23, 2013

Tia Hodges, Playful City USA Manager
Caryn Ernst, Senior Policy Analyst

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About KaBOOM!

- KaBOOM! is a national non-profit promoting the importance of play.

- KaBOOM! envisions a great place to play within walking distance of every child in America.

- Founded in 1996, KaBOOM! has facilitated the construction of more than 2,200 playgrounds in communities that need them most.

- Headquartered in Washington, D.C., KaBOOM! also has an office in San Mateo, CA.
Playful City USA

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Playful City USA

- **National Recognition Program** for cities and towns that demonstrate their belief in play through action and best practices that supports time and space for play for all children.

- This is achieved through 3 key pillars of the program:
  - Mapping Playspaces
  - Conducting a Needs Assessment
  - Development & implementation of 3 Best Practices in Play

- Resulting in a **Nationally Recognized Network** of cities who are the leading advocates and decision makers in Play.
Benefits of Playful City USA

- Healthier children and stronger communities
- Online trainings covering best practices in play
- Network of cities committed to play
- Playful City USA street signs
- Exclusive grants, totaling $2.1 million over three years
- National publications and media coverage
Mapping
Map of Play Website

www.mapofplay.org

- Data collection
  - Playful City USA Data
  - Crowd-sourcing

- Community Engagement tool
Crowd-Sourced Information

http://mapofplay.org/mobile-apps
**Baltimore Play Deserts**
**Baltimore, Maryland**

KaBOOM! is a national non-profit dedicated to saving play for America’s children. Our mission is to create great playspaces through the participation and leadership of communities. Ultimately, KaBOOM! envisions a place to play within walking distance of every child in America.

These maps analyze public access to existing playgrounds. The analysis uses a two-step approach that determines where there are gaps in playground availability across the City of Baltimore, and builds a demographic profile to identify populations with the most urgent need for playgrounds. Playground gaps are based on a half mile service area (10 minute walking distance) for all playgrounds. Service areas use the street network to determine walkable distance. Streets such as highways, freeways, and interstates are not considered walkable and are excluded from the analysis.

Demographic profiles are based on 2010 Census block groups to determine playground need for percentage of population age 12 and younger and percentage of households with income less than 75% of city median income (Baltimore less than $25,000).

The Percentage of Households with Low Income Population 12 and Younger inset map combines demographics on age and income. For the purposes of this study, we weight both income and age equally to identify areas of need.

Special thanks to the following data providers: KaBOOM!, City of Baltimore, ESRI.

Information on this map is provided for purposes of discussion and visualization only. Map created by The Trust for Public Land on April 15, 2013. TPL, The Trust for Public Land, and The Trust for Public Land logo are trademarks of The Trust for Public Land. Copyright © 2013 The Trust for Public Land. www.tpl.org
Playful City USA Tools and Resources

- Playful City USA Summit – September 23rd & 24th, 2013
- Website -- kaboom.org/playfulcityusa
- Play Matters -- kaboom.org/playmatters
- Joint Use Agreement Toolkit -- http://kaboom.org/joint_use
- On-line Webinars -- http://playschool.kaboom.org/

Contacts
- Tia Hodges, thodges@kaboom.org
- Caryn Ernst, cernst@kaboom.org
Local Perspective:

Mayor Howard Boozer
Amory, Mississippi
Amory, Mississippi
Amory Tennis Courts

2012 Walk to School Day

McAlpine Lake - Designated Youth Fishing Lake
The Peapatch
Concord Soccer & Baseball Fields

Jaycee Baseball Fields
Want More Information on LMCTC?

- Visit: www.HealthyCommunitiesHealthyFuture.org

- Sign up for the LMCTC newsletter: go to homepage, click on Newsletter signup in the footer, fill out information in box.
Is Your Local Elected Official Committed to the 5 Goals?

• See if your city, town or county’s local elected official is participating by going here:
  Home page -> See Progress
Additional Information

- Local elected officials or their designees can sign up to LMCTC by clicking here on the home page
  - For more info on committing to the goals, News -> Webinar Archive -> Aug 15, 2012 webinar

- Not a local elected official? Connect with your local elected official about what support you can help them in their LMCTC participation, or encourage them to participate
Questions and Answers

Your Participation

- Please submit your text questions and comments using the Questions Panel
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Active Kids at Play (Part 2): community-wide policies, programs and initiatives aimed at increasing access to play.

May 23rd at 3pm featuring ChangeLab Solutions and Knoxville, TN Mayor Madeline Rogero.
THANK YOU!!!

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