

Active Kids at Play:
How to Achieve LMCTC Goal V (Part 1)
Webinar
April 23, 2013

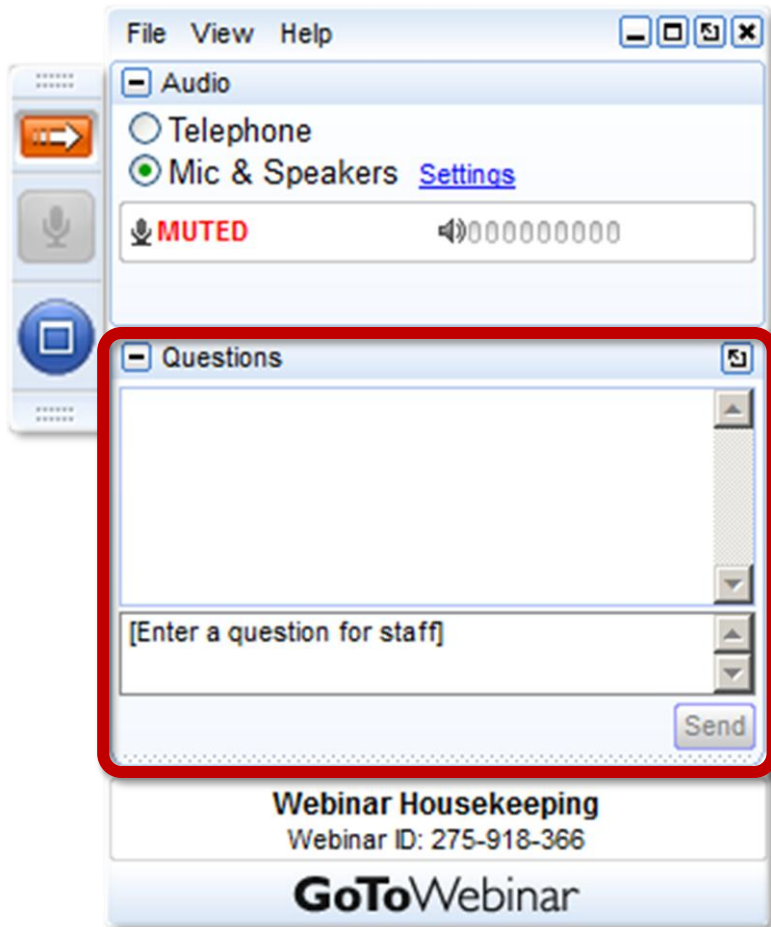
Today's Presenters

- 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 Boozar, 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



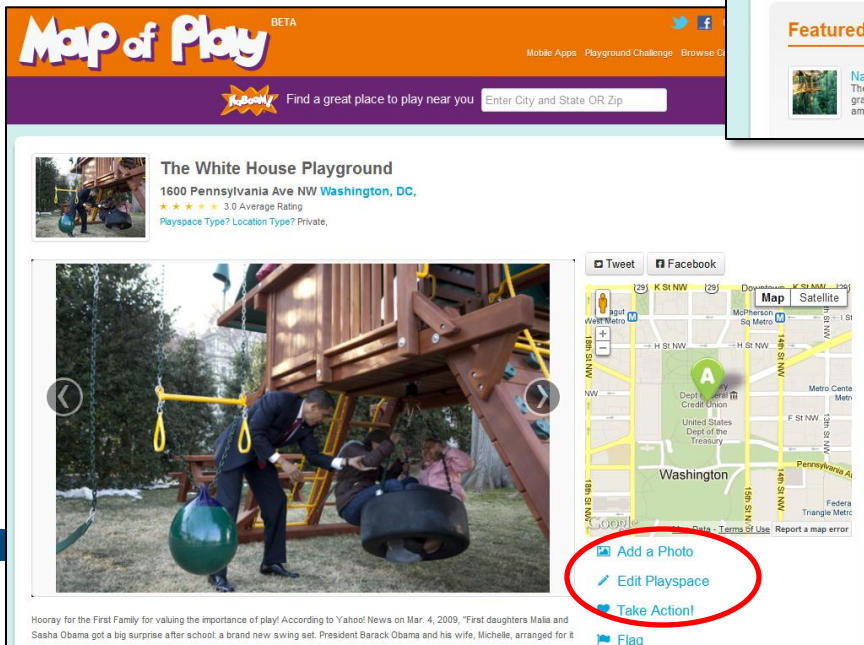
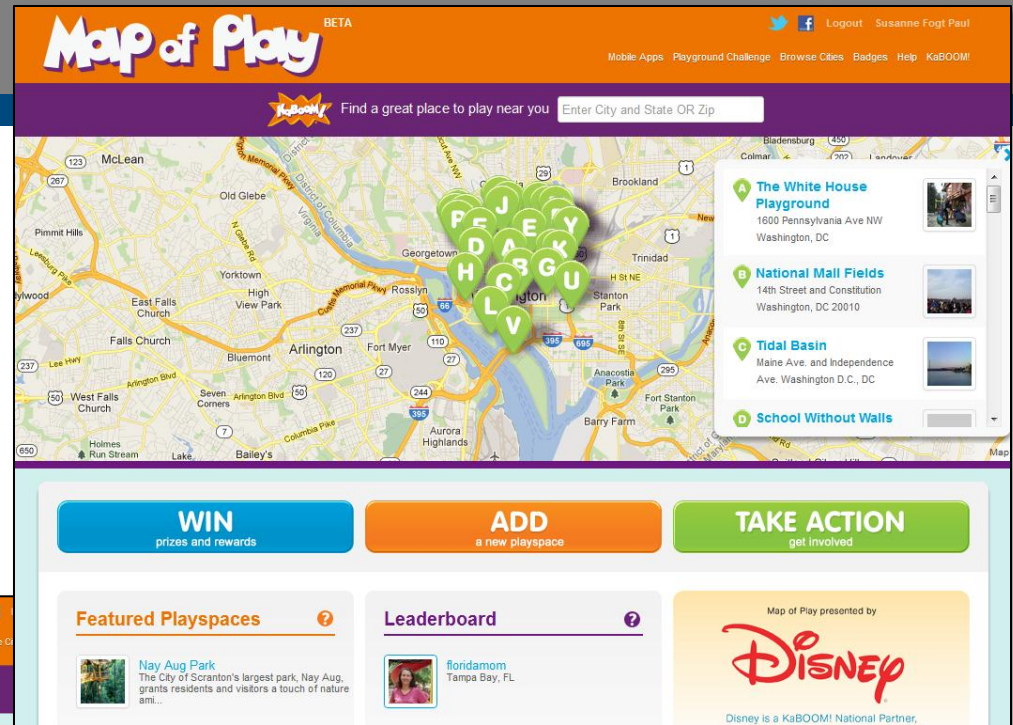
Mapping



Map of Play Website

www.mapofplay.org

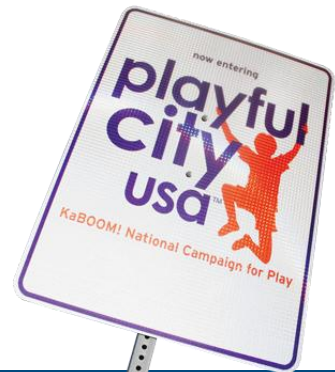
- Data collection
 - Playful City USA Data
 - Crowd-sourcing
- Community Engagement tool



www.mapofplay.org

www.nlc.org

Crowd-Sourced Information



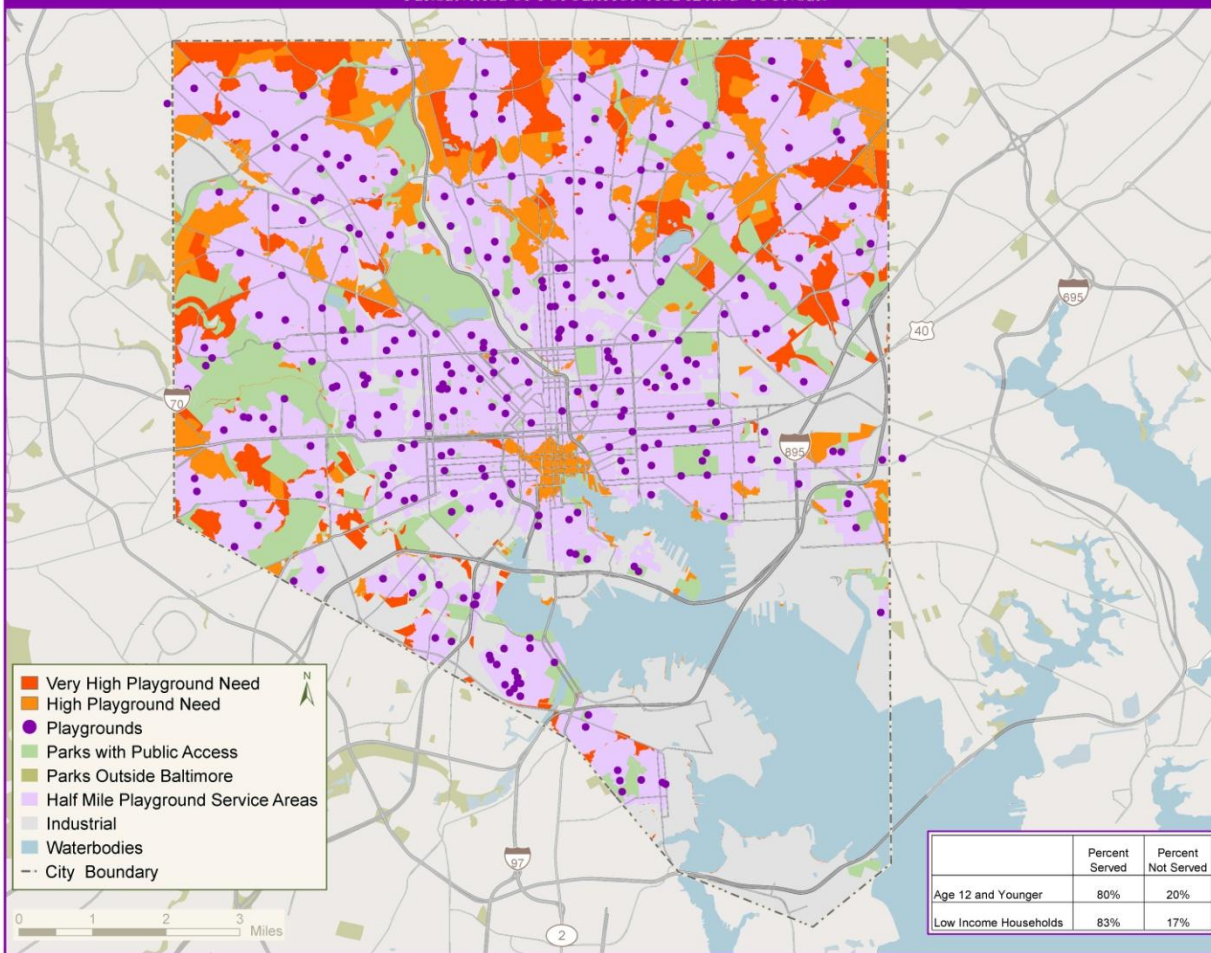
<http://mapofplay.org/mobile-apps>

www.nlc.org

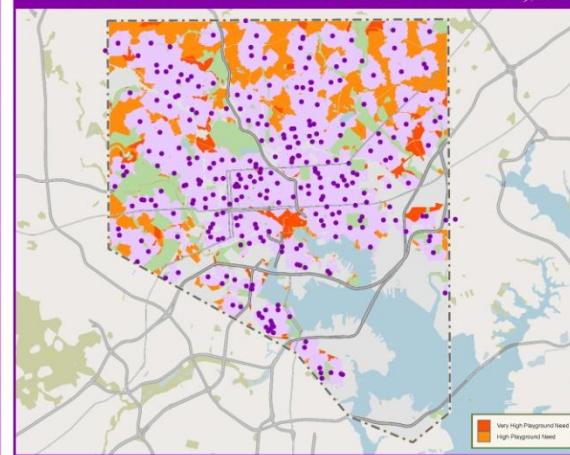
BALTIMORE PLAY DESERTS

BALTIMORE, MARYLAND

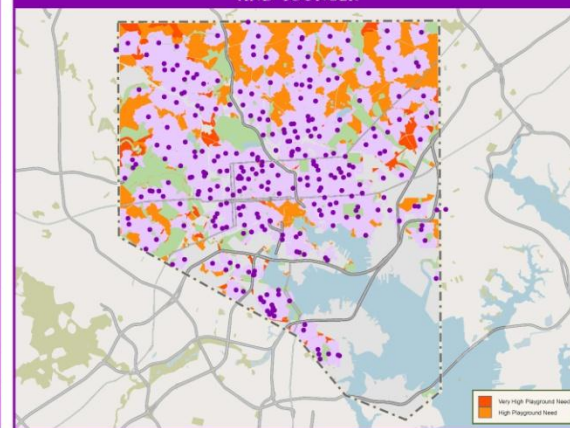
PERCENTAGE OF POPULATION AGE 12 AND YOUNGER



PERCENTAGE OF HOUSEHOLDS WITH INCOME LESS THAN \$25,000



PERCENTAGE OF HOUSEHOLDS WITH LOW INCOME POPULATION 12 AND YOUNGER



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.



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

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Local Perspective:

**Mayor Howard Boozer
Amory, Mississippi**

Amory, Mississippi

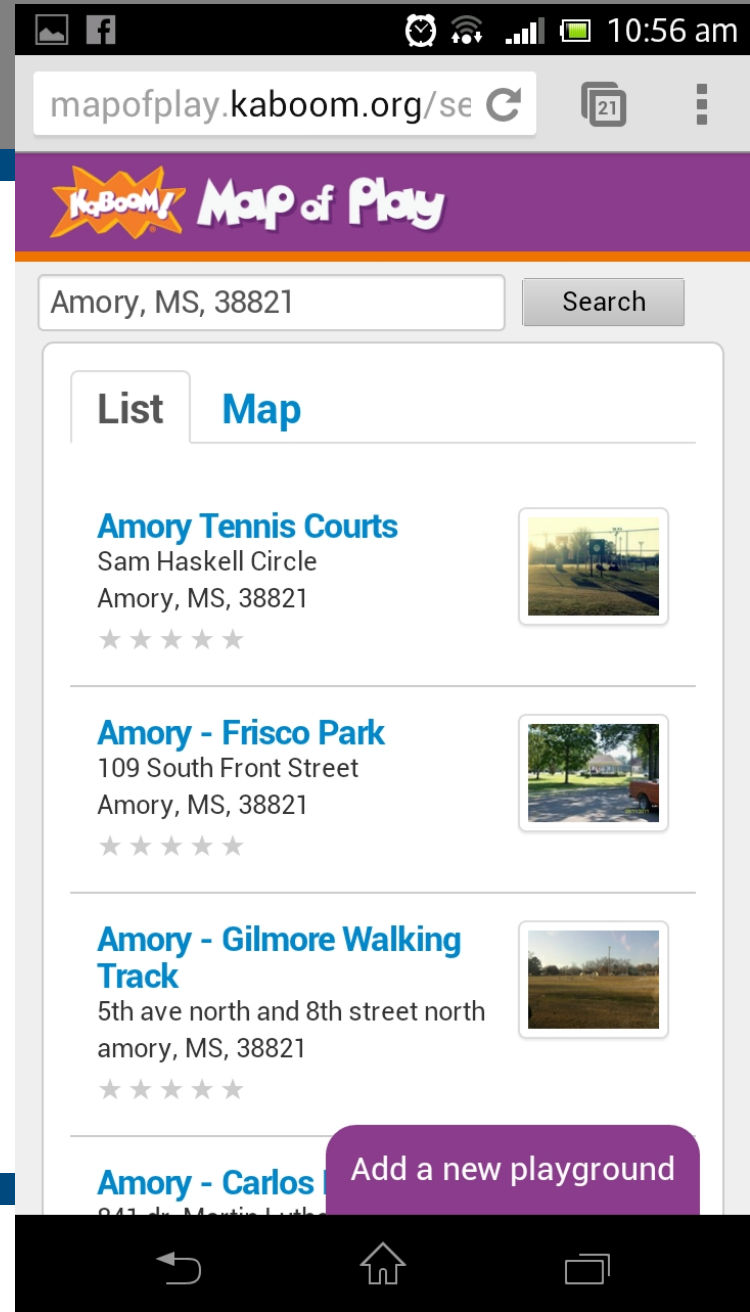
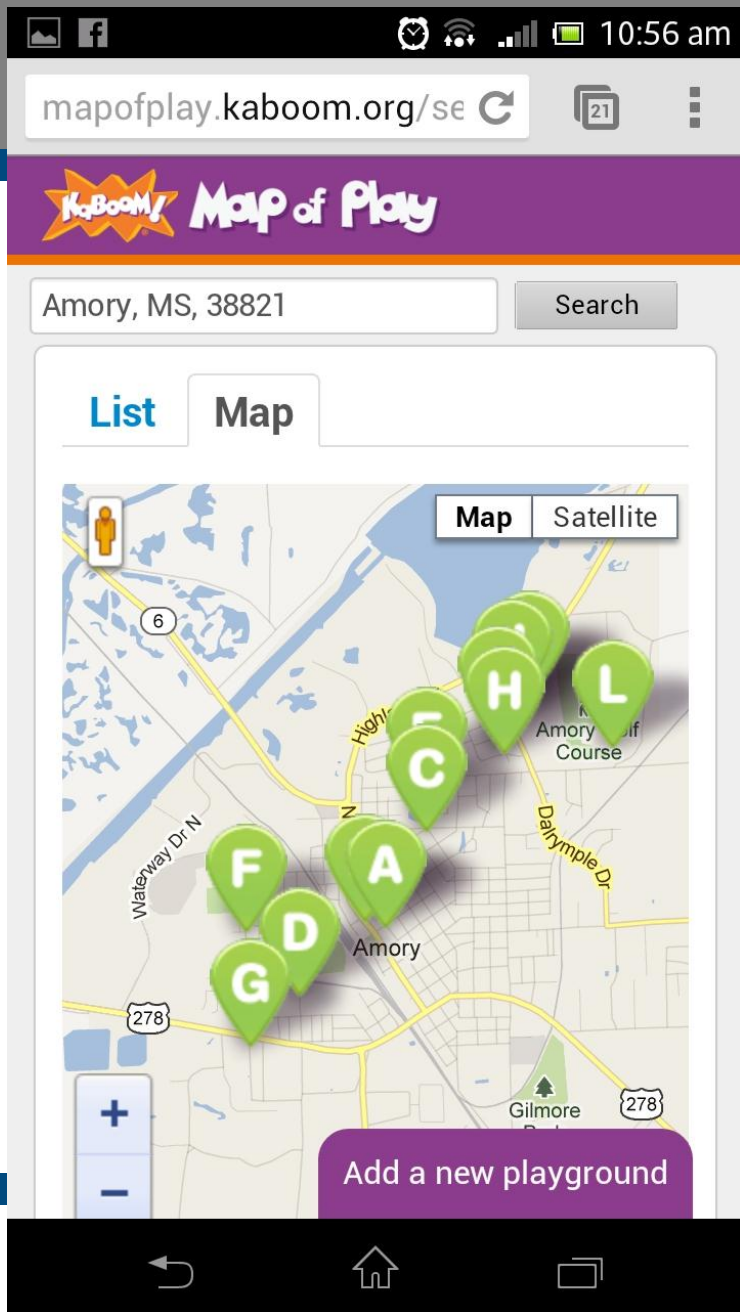


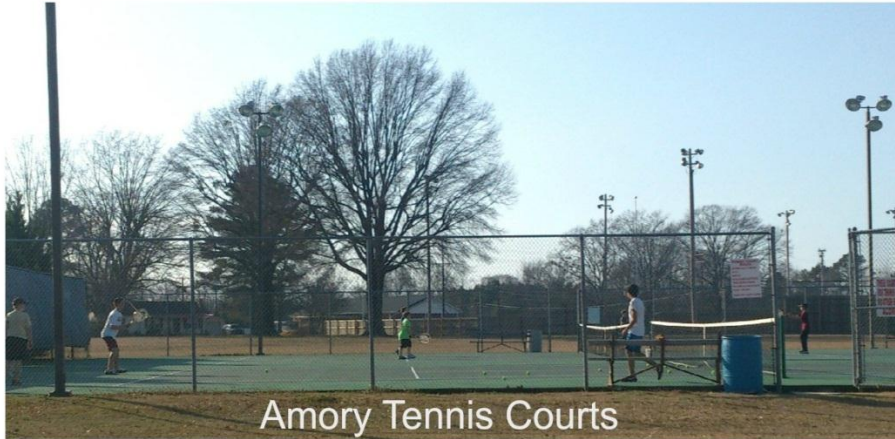
Healthy Hometown Website



Amory Map of Play & List







Amory Tennis Courts



2012 Walk to School Day



McAlpine Lake - Designated Youth Fishing Lake

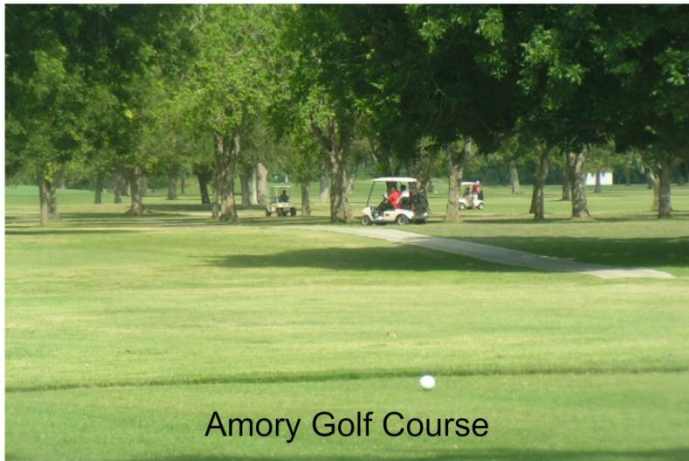


Celebrations in Frisco Park





Riverbirch Golf Course



Amory Golf Course



Gilmore Walking Track

Boulevard Park





East Amory School



Celebration Station



The Peapatch



Pea Patch Playground, City of Amory, MS

February 4, 2013 05145-1-4

slr
landscape
structures



Better playgrounds.
Better world.[™]
playlsi.com

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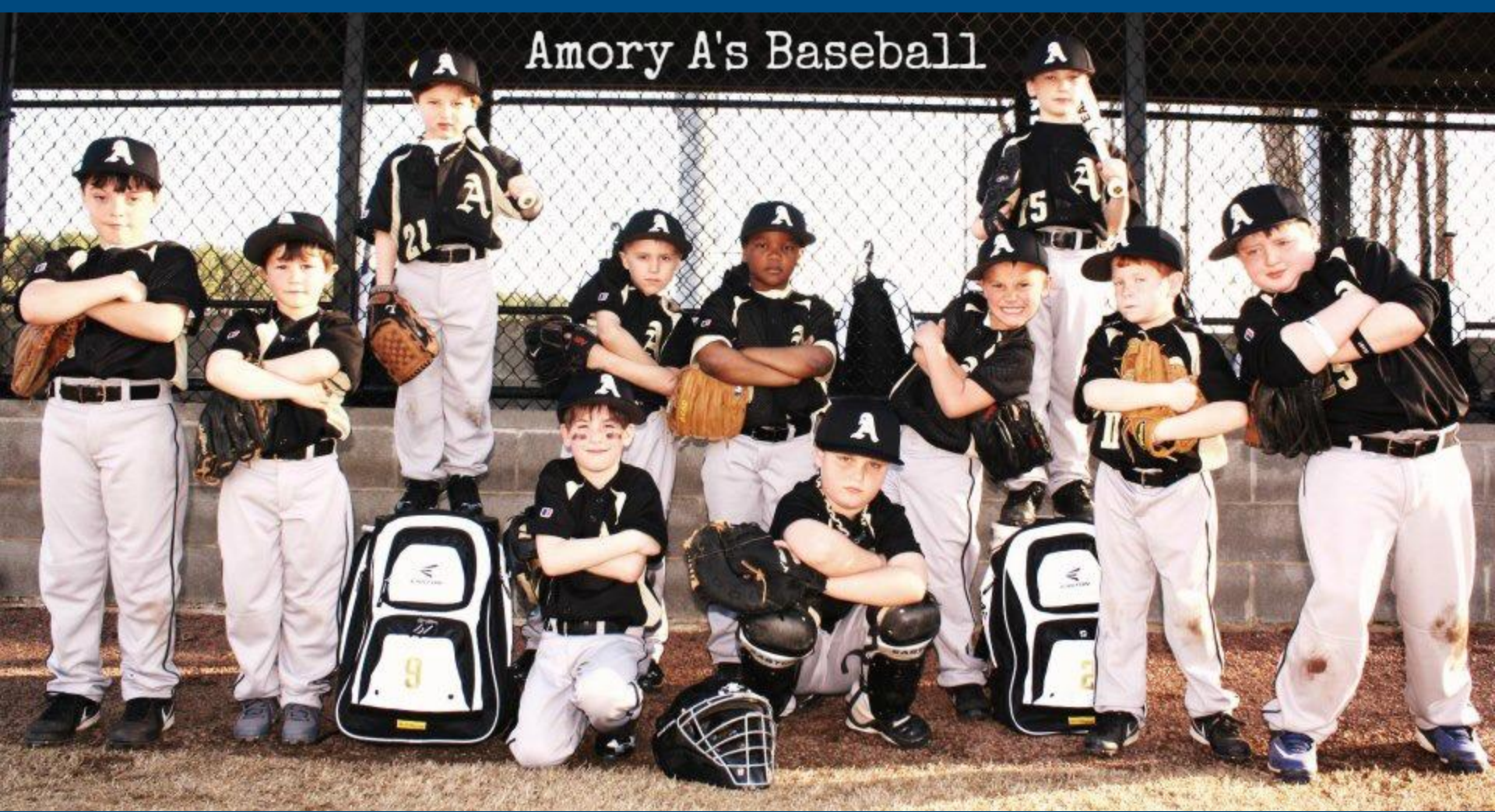
playscapes
PLAYGROUND AND OUTDOOR
RECREATION EQUIPMENT



Concord Soccer &
Baseball Fields



Jaycee Baseball Fields



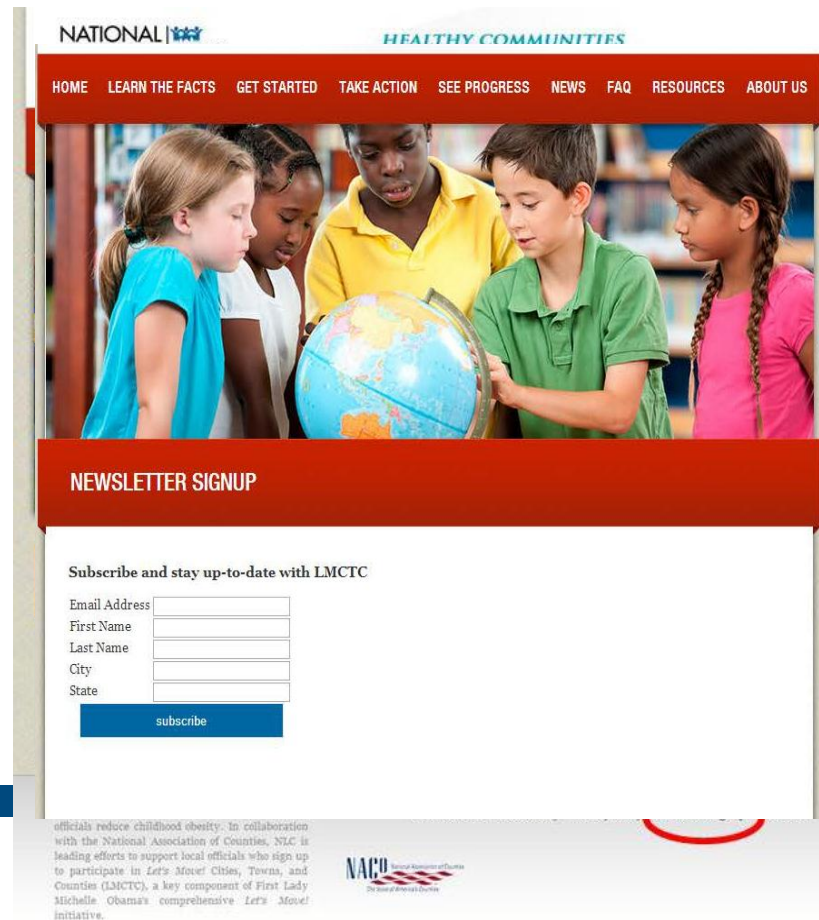




Amory Youth Girls Soccer is a Blast!

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.



The screenshot shows the homepage of the National Association of Counties (NACo) Healthy Communities website. The header includes the NACo logo and the text "HEALTHY COMMUNITIES". A navigation bar contains links: HOME, LEARN THE FACTS, GET STARTED, TAKE ACTION, SEE PROGRESS, NEWS, FAQ, RESOURCES, and ABOUT US. The main content area features a photograph of five diverse children gathered around a globe. Below the photo is a red banner with the text "NEWSLETTER SIGNUP". Underneath the banner is a form titled "Subscribe and stay up-to-date with LMCTC". The form includes input fields for Email Address, First Name, Last Name, City, and State, followed by a blue "subscribe" button. At the bottom of the page, there is a small text block explaining the partnership between NACo and the National Endowment for Democracy to support local officials in the "Let's Move!" initiative, along with the NACo logo.

NATIONAL ASSOCIATION OF COUNTIES
HEALTHY COMMUNITIES

HOME LEARN THE FACTS GET STARTED TAKE ACTION SEE PROGRESS NEWS FAQ RESOURCES ABOUT US

NEWSLETTER SIGNUP

Subscribe and stay up-to-date with LMCTC

Email Address

First Name

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City

State

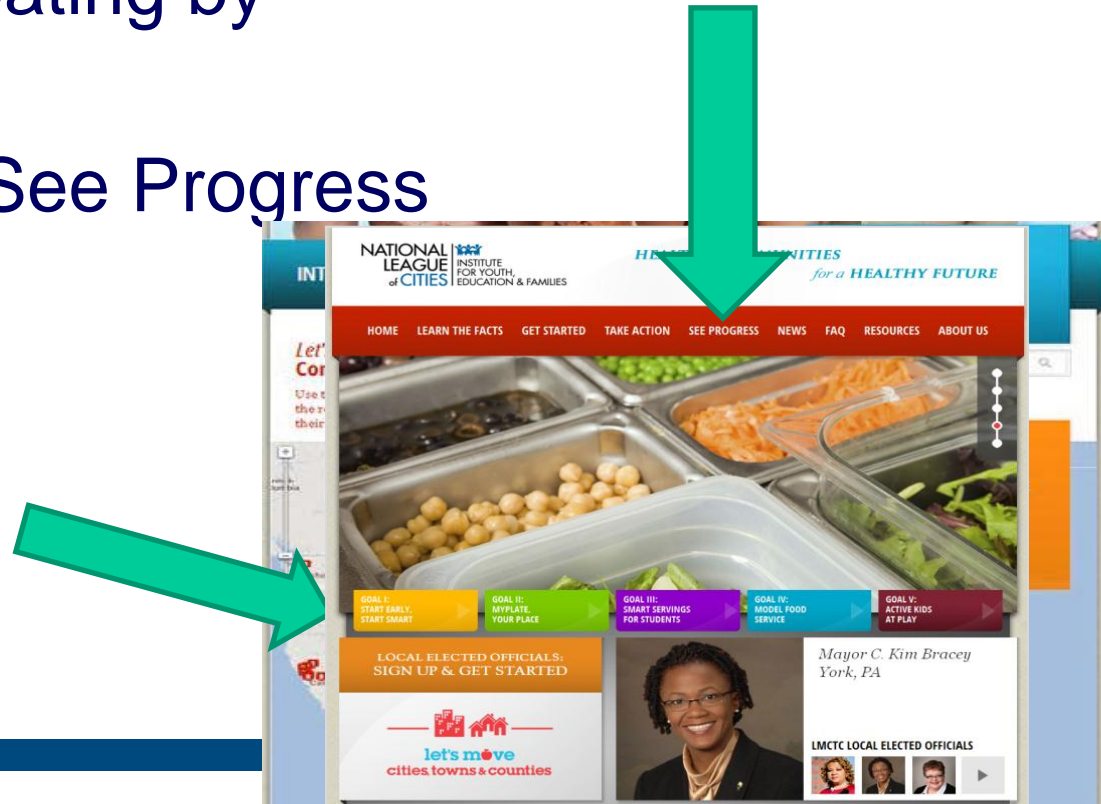
officials reduce childhood obesity. In collaboration with the National Association of Counties, NACo is leading efforts to support local officials who sign up to participate in Let's Move! Cities, Towns, and Counties (LMCTC), a key component of First Lady Michelle Obama's comprehensive Let's Move! initiative.

NACo
National Association of Counties
The Power of Government Done Right

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



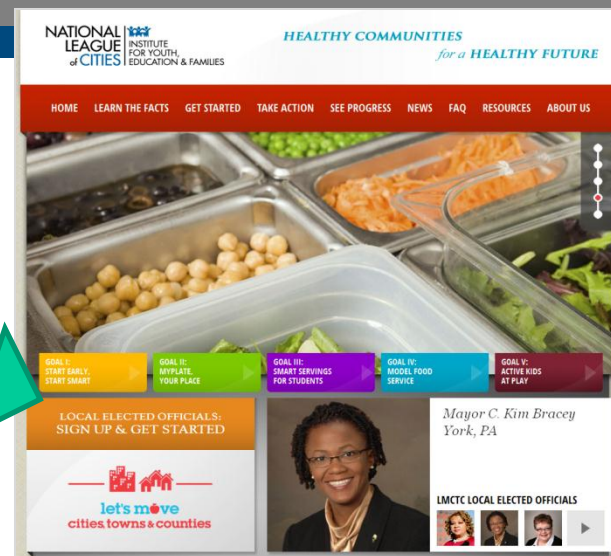
Additional Information

- Local elected officials or their designees can sign up to LMCTC by clicking here on the home page

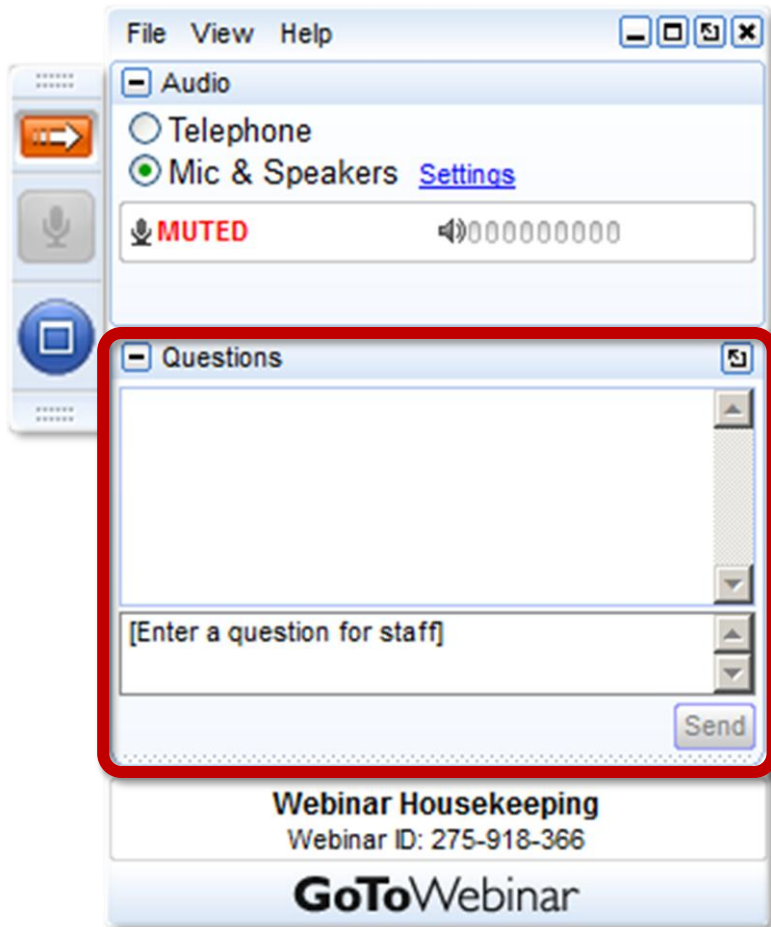
- For more info on committing to the goals,

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
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

Next Webinar: Goal V (Part 2)

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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www.HealthyCommunitiesHealthyFuture.org