Leadership Reflection

In 2013, the Greater Rochester Health Foundation introduced an innovative approach that required broad cross-sectoral coordination with a centralized infrastructure, dedicated staff and a well-organized process. The idea of the Healthy Weight Leadership Council wasn’t to create a whole new initiative, but to connect and strengthen existing efforts, to drive change, and accelerate impact to reduce childhood obesity in our City.

We modeled the Healthy Weight Leadership Council after two leading communities, Chicago and its ‘Consortium to Lower Obesity in Chicago’s Children’ [CLOCC] and Summerville, MA and its ‘Shape Up Summerville’ Initiative. In both instances, these efforts had the direct involvement of the Mayor’s Office and leadership from all sectors – including decision-makers in government, business, nonprofits, funders, faith, and academia. Council members, much like in Summerville and Chicago, made a multi-year commitment to create a common agenda and support aligned activities.

Through your leadership and the organizational support of The Children’s Agenda, we have much to be proud of. Over the last 3-years we have:

· Outreached to over (500) Rochester stakeholders to inform and adopt our community’s healthy weight change agenda;
· Inventoried childhood obesity prevention projects and programs in Rochester to avoid duplication and to inform strategic priorities for action;
· Determined a clear plan to attain substantive short term wins and set long term approaches; and
· Finalized agreement on (2) community-level changes to successfully advance in three-years.

We did learn a few lessons along the way, having experienced some set backs that delayed the full completion of our goals and objectives:

· Membership continuity; over the last 16-months the Council has experienced retirements, position changes, and relocations, losing key representation from the County Health Department, the Rochester City School District, and the Rochester Business Alliance.

· The emergence of the Rochester Monroe Anti-Poverty Initiative; this high-priority collective impact effort demanded much of the leadership attention of the Council members and their organizations.

Notwithstanding these challenges, the Healthy Weight Leadership Council did make a difference – you made a difference. In the following pages, we highlight our collective achievements. I cannot thank you enough for your continued engagement and energy for kids in our community.

Best regards,

Rachel Pickering
COO, The Children’s Agenda

Our Co-Chairs

Mayor Lovely Warren
City of Rochester

Julia Tedesco
Executive Director
Foodlink
Let's Move City Designation

In early 2014, the City of Rochester in partnership with the Greater Rochester Health Foundation, Conkey Cruisers, and The Children’s Agenda, submitted an application to the National League of Cities ‘Let’s Move Cities, Counties, and Towns’ and was awarded a Let’s Move City designation that summer. Let’s Move integrated and built upon the HWLC’s objective of advancing healthy eating and physical activity practices in early care and education settings and decreasing sugary beverage consumption by young children. By focusing on the first goal of Let’s Move Cities to “start early, start smart,” evidenced-based ideas for action were provided for Council members and aligned with training and professional development that followed the curriculum of Let’s Move Child Care.

Playful Cities USA Designation

This summer Rochester was honored with a 2016 Playful City USA designation initiated by Healthi Kids. The national recognition, given by KaBOOM, honors cities and towns across the country for making their cities more playable. A playable city helps increase physical activity, improves mental health, and promotes the physical, social and emotional development of children and families in our community. Dedicated to helping Rochester become a more playable city, Council leaders such as Healthi Kids, the City of Rochester, Conkey Cruisers, The Greater Rochester Health Foundation, and The Strong came together with the community and are chiefly responsible for the City of Rochester receiving this honor.
Increase healthy eating and physical activity in early child care and education settings

Rochester City School District

Schools reduce the size of the Pre-K portions and remove juice from the menu completely

Measured by:

Calorie reduction over time for young children

Healthy Child Care

Ibero-American Action League, United Way, RCSD, and the YMCA

Early care and education program providers incorporate best practices for nutrition, physical activity, and screen time

Measured by:

Number of professional development trainings offered to providers

Outcomes

Rochester City School District

Incomplete

RCSD committed to "right-sizing" their menu for Pre-K students. The district also agreed to remove juice from Pre-K menus and replace the juice with whole fruit offerings. These changes were slated to be implemented by the end of 2014. However, the changes in organizational leadership have caused delays and the Council hopes that moving forward RCSD will honor their original commitments.

When completed, this goal will reduce sugar consumption for Pre-K students in RCSD by

- 59 cups of sugar per day
- 295 cups of sugar per week

Healthy Child Care

Ibero-American Action League, United Way, RCSD, and the YMCA

Completed

A total of 290 front line staff were trained at two professional development events in 2016 that were hosted by council members.

"By learning about what other organizations in the community do with kids, I feel motivated to bring it back to my own site"
Reduce consumption of sugar-sweetened beverages

Drink Less Sugar

Limit consumption of sugar-sweetened beverages in places where children learn, pray, and play

Measured by:

Number of community based organizations (CBO’s) and houses of worship serving youth and families where sugary drinks are not served
Calorie reduction over time for children

The Strong

The Strong Museum commits to removing soda from fountain beverages, replacing with no-sugar or low-sugar options

Measured by:

Calorie reduction in the “marketplace” and sales data

Outcomes

Drink Less Sugar

In Progress

40% of this goal is complete with 5 CBO’s and 3 houses of worship not offering sugary beverages

Case: Carlson Metro YMCA
Every day, by only offering milk or water to kids, the YMCA decreases the amount of sugar consumed by 6 teaspoons of sugar per child per day and 30 teaspoons of sugar per child per week

The Strong

Decision Reversed

The Strong carried out measures to reduce sugar sweetened beverages in their food court. This included removing sugar-sweetened beverages in vending machines and offering tap water and other non-sugar alternatives in fountain beverage machines. However after one year, they decided to put sugary beverages back on the menu.

Looking ahead, we recommend that The Strong and other child-friendly organizations should take a permanent soda-free stance.

Affordable replacements for sugary drinks include sparkling water, unsweetened tea, milk, water, and sugar-free beverages
# Create active and engaged communities

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<tr>
<th>Active Communities</th>
<th>Community Engagement</th>
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<td>Implement and maintain a network of safe and playful sidewalks throughout the City of Rochester</td>
<td>Business community invests in play and healthy eating in the City of Rochester</td>
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**Measured by:**
- The passing of a Playful Sidewalk policy in the City of Rochester
- Number of employees volunteering time to improve a City park/R-Center/Play-space

## Outcomes

### Active Communities

**In Progress**

The Playful Sidewalks policy, advocated by Healthi Kids and other Councilmembers, passed in 2016 and the City of Rochester is moving forward with the initiative. Playful sidewalks will increase opportunities for children, youth and families to play and have fun, promote walking and healthy active spaces throughout the city, and support beautification efforts to enhance our city’s streetscapes.

The Council has engaged other organizations interested in facilitating Playful Sidewalk painting including council members at St. John Fisher School of Nursing and the Ibero-American Action League.

### Community Engagement

**Incomplete**

Currently, there are no Council member organizations pledging employee volunteer time to improve play spaces in the City.

The Council has identified multiple opportunities to support this goal in the future. Community efforts such as United Way’s Day of Caring is an opportunity to take annual service efforts and redirect those efforts for one day towards cleaning up City parks, R-centers and Play-spaces.
The Council has engaged in collaborative planning with other community partnerships (RMAPI, ROC the Future’s GROW Initiative, American Heart Association’s Healthy Way to Grow) to ensure high-level coordination and connectivity with our common objectives.

Process Achievements

Strategy briefs were developed for the Council to guide the Initiative’s outcomes and shared vision for change.

Council members consistently demonstrated strong attendance and participation at 80% over three years.

Action plans were designed with Council members to align individual organizational programs and practices.

The following ideas were derived from HWLC strategy briefs:

- Community members advocate for a tax on sugary beverages in Rochester.
- Food pantries and emergency meal programs adopt healthy donation standards.
- Child care settings support all new parents’ decisions to breastfeed.
- Restaurants and food courts only provide water or low-fat milk on children’s menus.
- Schools eliminate sugary drink offerings at all school-related activities and events.
- Child care and early education settings provide children with two to three occasions to play outdoors daily.
- Ensure that water be available in public places, recreation areas, and schools in Rochester.
Thank you to all who have been involved in the Council and for your continued efforts to improve the lives of children and families