



Established in 2015 Building Healthy Communities is a Mayoral Initiative to **reduce disparities** and **improve health outcomes** in 12 high need neighborhoods by:

- Increasing access to fresh food
- Improving opportunities for physical activity
- Promoting safe and vibrant public spaces

A **place-based** approach to **Health Equity**:

- Connecting City resources to community based partners and priorities
- Facilitating cross agency collaboration
- Maximizing collective impact



Leveraging public investment to secure new private funding

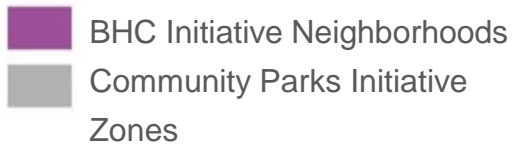
\$12 million in private funding for

- ✓ Urban farms
- ✓ Workforce training
- ✓ Soccer fields
- ✓ Free fitness and sports programming
- ✓ Farmers markets, youthmarkets, and fresh food boxes
- ✓ School and community gardens
- ✓ Wayfinding and community engagement

\$270 million in public investment for

- ✓ Major park & playground improvements
- ✓ Renovated recreation centers and community centers
- ✓ New public plazas
- ✓ Street improvements for bikes and pedestrians
- ✓ New permanent safety lighting and cameras
- ✓ New Neighborhood Health Action Centers

Building Healthy Communities Initiative Neighborhoods



- Brownsville (Brooklyn)
- Bed-Stuy (Brooklyn)
- Canarsie (Brooklyn)
- Mott Haven (Bronx)
- Hunts Point (Bronx)
- Morrisania (Bronx)
- East Harlem North (Manhattan)
- Central Harlem North-Polo Grounds
- Flushing (Queens)
- Corona (Queens)
- Mariners Harbor (Staten Island)
- Stapleton-Rosebank (Staten Island)



Healthy, Connected Communities

BHC is improving place-based information sharing and problem solving to better support community efforts to promote and steward healthy neighborhoods.

- In partnership with DOT, BHC developed a Neighborhood Map & Guide to promote healthy opportunities. 10,000 maps were printed and distributed for the South Bronx, Brownsville, and East Harlem (10,000 bi-lingual). The most recent was produced for Corona, Queens through our partnership with Make the Road NYC.
- BHC has met with over 100 community based organizations and convened interagency meetings to coordinate efforts in East Harlem, Brownsville, the South Bronx, Staten Island, Corona, and Flushing.
- BHC provided two-year leadership grants in Corona and Flushing to Make the Road NYC and the Chinese American Planning Council to support culturally relevant organizing and engagement efforts.



Howard Houses Farm in Brownsville

Fresh & Affordable Food Access

Increased access for low income communities through growing networks of farmers markets, farm shares, and food-producing farms and gardens run by residents, youth and neighborhood organizations

- BHC worked with NYCHA, Fund for Public Health NYC, and Green City Force to build 5 new urban farms on NYCHA developments. With the original farm in Red Hook, there are now six working farms distributing more than 20,000lbs of fresh produce each year.
- BHC supported 4 Youth Markets and 4 Fresh Food Boxes in six neighborhoods.
- With GreenThumb, BHC awarded small grants to 11 community gardens to expand their capacity to grow and distribute fresh produce locally. **A new RFP for Brownsville and East Harlem will close soon, resulting in a new round of support to gardens!**
- BHC has supported a range of nutrition and food education, including school gardens, Health Bucks distribution, and pop up cafes Teen Battle Chef programs at public housing. Most recently in East Harlem, BHC supported SCAN's Get Healthy East Harlem Mini Pop Up Café events. **We will continue to support train the trainer style food education programming.**



Shape Up NYC celebration in Thomas Jefferson Park in East Harlem

Free Fitness for All Ages

Expanded access to physical activity through free exercise programming and equipment, tailoring opportunities to different ages and neighborhood networks

- With NYC Parks, BHC helped expand culturally relevant and language-specific training for Shape Up NYC fitness instructors in East Harlem, Brownsville, South Bronx, and Corona – leading to expanded classes and broader participation.
- BHC worked with DOHMH to encourage schools to make their schoolyards more green and active. 18+ Active Design in Schools grants have been awarded to schools in six neighborhoods. **We'll be supporting a new batch of schools this school year – to be announced in the next month!**
- In partnership with the Mayor's Fund, US Soccer Foundation, and other partners, the City is building 50 soccer pitches and providing after school programming for youth. At least half of the first two years of soccer pitches were built in schools and parks in BHC neighborhoods.



eastharlemwalks • Following



The commitments were made and every week regardless of weather they attend a walk around Thomas Jefferson Park in #eastharlem thanks to @theplatecoach If you can come out and join them, they meet every Wednesday at 1pm starting at @odysseyhousesny in East Harlem. Great smiles and turnout today. #Repost @theplatecoach

#WeWalkWednesday w/ @odysseyhousesny & @eastharlemwalks. Building community! #movemore #elbarrio #eastharlem #nyc #freefitness

4w



Liked by elbarriobikes and 39 others

SEPTEMBER 18

Add a comment...

Post

East Harlem Walks Grantee (2019), Odyssey House, celebrates their successful walking group in Thomas Jefferson Park

Safe, Vibrant Public Spaces

Supporting community driven efforts and ideas to make public spaces healthier and more active

- BHC provided small grants to 35+ community based organizations to organize sports programming, community festivals, street closings, and park programs that encouraged new and increased use of public spaces. **We plan to continue this grant for one more season.**
- Working with the East Harlem Neighborhood Health Action Center, BHC supported the East Harlem Walking Trail through small grants and the Map & Guide. This year, the grant supported seven local groups to continue walks within East Harlem that included social gathering in public space! **We plan to continue this grant for one more season.**
- BHC and the Mayor's Action Plan for Neighborhood Safety led the Neighborhood Activation Study in Brownsville and Morrisania to explore how the built environment impacts community safety & wellness. A variety of City and community efforts in both neighborhoods are still being supported through pilot projects and small grants.

BHC Challenges for Sustained Work

- Staff/operational backbone
- Public funding
- Evenly distributed resources
- Flexible & sustainable private funding
- Deeper connection to community residents to shape & lead health promotion efforts
- More formal alignment between agency priorities



The Mayor's Action Plan for
Neighborhood Safety

Established in July 2014 after a spike in violence in public housing as a multi-agency response to improve community safety and well-being in 15 public housing developments through place-based investments that strengthen communities and build trust between residents and government.

- Immediate delivery of opportunity for employment and social supports
- Investment in safe, vibrant public spaces through infrastructure and programming
- Establishing NeighborhoodStat as a structure for collaborative problem solving and accountability

BHC & MAP together

BHC & MAP combined our place-based approaches to public safety and wellbeing to maximize impact and effectiveness

- + New frame: Opportunity – Trust - Design
- + Adds connection to social supports, employment, fairness, trust & efficacy
- + Leverages baselined city funding for play and social supports programming
- + Goes deeper, engaging residents from NYCHA developments to co-design & prioritize local approaches to health and safety

Community Based Innovations

- **MAP Engagement Coordinators & Stakeholder Teams** – Community based organizers and teams of residents at each MAP development
- **Local NeighborhoodStat** – Resident driven public safety problem solving at each MAP development
- **Community-based Projects** – Stakeholder teams work together to identify and develop projects that will be most useful to their community
- **Central NeighborhoodStat**- Semi-annual, real-time problem solving with residents and agency partner chain + command

Shared Goals & Strategies

Deeper focus on engagement of NYCHA residents in healthy communities within developments and in surrounding communities

Health Promotion

- Increase access to and participation in free fitness & physical activity
- Support healthy food access through nutrition education programming & partnerships
- Support family health and stability through additional supports around economic stability (HRA) and family/gender-based violence (END GBV)

Vibrant Public Spaces

- Increase hours community centers are open (summer extended hours)
- Identify and support community driven design & programming to activate public spaces (CPTED+)
- Improve resident and partner participation in collective problem solving around campus cleanliness and stewardship (Ideas42)



Resident stakeholders from MAP developments at a recent NeighborhoodStat