

SYNERGY OF STRATEGIES

Opportunities for collaboration and concerted action can be applied in three types of ways—by creating safe spaces, fostering social cohesion, and, more broadly, promoting community development and employment. Although they are delineated here as three separate categories, many strategies cross over or braid together, which enhance the benefits.

Creating Safe Spaces

Potential partners include housing authorities, law enforcement, parks & recreation departments, planners, public works, schools, school districts, transportation, and youth/youth serving organizations.

<i>Strategies</i>	<i>Examples</i>
<p>1. Establish joint-use agreements that allow use of public schools and facilities for recreation by the public during non-school hours</p>	<p>La Mesa, CA: <i>The City of La Mesa</i> and the <i>Boys and Girls Club of East County</i> entered into an agreement to operate a teen center on school grounds.</p> <p>New York, NY: <i>Schoolyards to Playgrounds Project</i> is an initiative to increase open spaces by opening up schoolyards in underserved communities as afterschool playgrounds accessible to all neighborhood residents.</p>
<p>2. Ensure that children can walk and bicycle safely to school, including Safe Routes to School</p>	<p>Boston, MA: The <i>Steps to Good Health</i> program, run by WalkBoston in collaboration with the Boston Public Health Commission, is being implemented in the neighborhoods with the greatest health disparities. So far, <i>Steps to Good Health</i> is operating in 15 schools.</p> <p>Chicago, IL: The Logan Square neighborhood experienced elevated rates of gang violence and drug activity as well as traffic safety problems. One strategy to ensure that inner city students could get to school safely was through <i>Safe Routes to School</i> programs. The program served 70 children in its first year, with 11 adult captains and 10 routes.</p>
<p>3. Support after-school programming to foster positive relationships and academic achievement, curb violence, and provide children and youth with a safe place to go where supervised, constructive activities are available</p>	<p><i>Sports4Kids</i> is dedicated to improving the "health and well-being of children by increasing opportunities for physical activity and safe, meaningful play." The <i>Sports4Kids</i> playbook helps educators integrate play into school and after school curriculums, and to use physical activity as a medium to teach important life skills.</p>
<p>4. Improve the physical appearance of neighborhoods (removing blight, picking up trash, etc.), which influences perception of safety, reduces crime, and fosters pride and connectedness within communities</p>	<p>Philadelphia, PA: <i>Mural Arts Program (MAP)</i> engages community members in murals that improve aesthetics, transform neighborhoods, and increase social cohesion.</p>
<p>5. Support health- and safety-promoting features (e.g., lighting and visibility) in public spaces through community design</p>	<p>Boyle Heights, CA: <i>Evergreen Cemetery Jogging Path</i> was built through the collective effort of residents, community activists, and government agencies. Daily use has increased from 200 to more than 1,000 people, including seniors and families. The path is both an exercise and social resource within the community.</p> <p>Chula Vista, CA: <i>Chula Vista Community Collaborative</i>, through a partnership with the police department, made physical changes to the park, leading to increased community use and improved perceptions of safety.</p> <p>Fresno, CA: <i>Kern County and Greenfield Walking Group</i> worked closely with the mayor to ensure community design promoted safety and supported physical activity.</p>

Fostering Social Cohesion

Potential partners include community groups, neighborhood associations, parks & recreation departments, community gardeners, senior centers, youth/youth-serving organizations.

Strategies

6. Improve outcomes of built environment efforts through coordinated, community programs and activities that foster social cohesion

Examples

Bay Area, CA: *The California Adolescent Nutrition and Fitness Program (CANFit)* launched the Promoting Healthy Activities Together (P.H.A.T.) Campaign in 2002 to improve the nutrition and physical activity knowledge, attitudes, skills and behaviors of African-American 10-14 year olds. Using a community-based approach, the P.H.A.T. campaign embraced music, dance, emceeing, and other elements of hip-hop culture to deliver important messages about healthy eating and physical activity.

Chicago, IL: *NeighborSpace* is an intergovernmental agreement creating a municipally funded nonprofit to help community groups protect their community garden land from development.

Flint, MI: *Community Garden Storytelling Project* brought the benefits of community gardens to community residents by creating open spaces, providing access to free, healthy foods, and fostering positive youth development, increased social interaction and neighborhood cohesion. The formation of the community increased monitoring of illicit activities and indirectly helped to decrease the neighborhood crime.

G.I.N.G.A. (Gang Intervention Nationwide Guiding Adolescence) is a project for youth at increased risk for violence. It uses capoeira to teach discipline, respect, and creativity and to promote physical fitness.

Promoting Community Development and Employment

Potential partners: businesses, community colleges, criminal justice, economic development, green initiatives, merchants' associations, planning, re-entry partners, school districts, youth/youth-serving organizations.

<i>Strategies</i>	<i>Examples</i>
<p>7. Implement Healthy Corner Store programs that enable corner stores to carry more healthy food options and decrease the availability of alcohol and of alcohol advertising</p>	<p>San Francisco, CA: <i>Literacy for Environmental Justice's Good Neighbor</i> program offers economic incentives to corner stores in Bayview-Hunter's Point area to carry fresh, healthy foods. In 2007, <i>Good Neighbor</i> was adopted as a statewide model for the AB 2384 Healthy Food Purchase Program.</p> <p>Baldwin Park, CA: Sign ordinance issued by the city to limit the amount of advertising signs on the outside windows of stores.</p>
<p>8. Establish grant and loan programs, technical assistance, and other incentives to attract food retail development in underserved communities</p>	<p>Rochester, NY: The Mayor's office negotiated with TOPS grocery stores to bring a full service grocery store into an underserved community, as well as to five other areas. The city also used public funds for the development of the grocery store and the surrounding shopping area.</p>
<p>9. Provide education, skill development, and job opportunities within the green economy sector for those in low-income, highly impacted communities</p>	<p>Chicago, IL: <i>GreenCorps Chicago</i> trains primarily those who were formerly incarcerated in landscaping and urban gardening, household waste handling, and home weatherization.</p> <p>Oakland, CA: <i>People's Grocery</i> is a community-based organization that calls for "food justice" through creating a local food system in West Oakland and creating local jobs.</p> <p>South Bronx: <i>Sustainable South Bronx</i> is a poverty reduction program that provides jobs skills and job placement support. The program aims to create a pathway out of poverty into living wage, green-collar jobs that include green-roof installation and maintenance, brown-field remediation, urban forestry design and maintenance, wetland/estuary restoration and stream bank stabilization training.</p> <p>Richmond, CA: <i>Solar Richmond</i> is a community-based organization that provides low-cost solar system installation to low-income households while training low-income residents in the jobs.</p>
<p>10. Provide job skill development and employment in the healthy food sector, particularly for populations that are at increased risk for violence (e.g., gang-involved youth, formerly incarcerated/re-entry populations, etc.)</p>	<p>Berkeley, CA: The Bread Project recruits students from agencies serving low-income people who are struggling to enter the job market. The Bread Project teaches students food preparation, job readiness skills, and a good work ethic. They also administer tests and assess students on their technical and behavioral progress. Finally, the Bread Project enriches the youth experience by offering tours to supermarkets, bakeries, and restaurants; cooking demonstrations from food professionals; and lectures from the Bakers' Union and employment agencies.</p> <p>Los Angeles, CA: <i>Food from the Hood</i> is a non-profit organization, staffed by youth in the Crenshaw neighborhood of Los Angeles. The group cultivates a community garden and sells the produce or gives it to the needy. Surplus profit goes towards scholarships for the graduating class of Crenshaw High School.</p> <p>Los Angeles, CA: <i>Homegirl Café</i> is staffed by 25 young women who are in training to learn the various aspects of restaurant and catering work. Homegirl Café hires the most difficult-to-place individuals in transitional jobs in a safe, supportive environment where they will learn both concrete and soft job skills.</p>