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# **GREATER ROCHESTER HEALTH FOUNDATION**

*Bonnie DeVinney, Vice President  
and Chief Program Officer*





FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# Laura Fasano YMCA of Greater Rochester

Grant Makers in Health

October 16, 2012



# Current Challenges/Emerging Topics

## 1. Organizational Challenges

1. Staff competencies/empathy for families
2. Increased workload- seen as an add-on

## 2. Parent/Family Challenges

1. Overwhelmed
2. Lack of community support- on an island
3. Trying to the best they can – want better for their kids
4. Stuck in the same cycle
5. Basic Parenting Skills

# SOLUTIONS- DO NOT JUMP TO SOLUTIONS

1. GO for the Should
2. ANALYZE the IS- what is the current reality
3. PIN DOWN the causes
4. SELECT the Right Solutions

# GAPS in Programming Which Need Attention

## 1. Impact Measurements

- Clearly defined
- Tools/Resources
- Support

## 2. Capacity Building

- Organizational
- Staff

# IDEAS FOR FOUNDATION

1. Learn w/organization

ask questions/open dialogue w/grantees

2. Expertise



# OFFICE OF HEAD START

An Office of the Administration for Children & Families

Marco Beltran, *Head Start  
Program Specialist for  
Special Populations*

# COLORADO STATEWIDE PARENT COALITION

PARTNERS IN EDUCATION



**Founder and Executive Director**  
**Richard Garcia**



## 3 STEP EARLY CHILDHOOD PARENT EDUCATION – PARENTS BUILDING A HEALTHY LIFESTYLE FOR THEIR CHILDREN

The **3 Step Program** provides parents the opportunity to explore their nutritional and physical activity habits. Becoming informed will lead to better nutrition and increased physical activity for their families. With **KNOWLEDGE** and the necessary **SKILLS** for building healthy lifestyles, families will be **EMPOWERED** to create energy balance in their daily lives. In Session 2 –Step 1, parents learn the importance of energy balance, healthy eating and physical activity for themselves and their children. Parents return the following week and discuss “Together Time” spent with their children, and share their experiences.



# **P.A.S.O. - PROVIDERS ADVANCING SSCHOOL OUTCOMES**

## **FFN PROVIDERS BUILDING A HEALTHY LIFESTYLE FOR CHILDREN**

**PASO** is a hands-on, experiential training process with the **KNOWLEDGE** and necessary **SKILLS** that **EMPOWER** informal childcare providers to promote school readiness to Latino children, birth to 5 years, and to prevent the achievement gap before they enter kindergarten. A critical component of the curriculum is the in-home mentoring support provided by the PASO Tias, to assure that providers are implementing a healthy change in lifestyle for children and families.



## LOS PADRES – LAS MADRES

PARENTS BUILDING A HEALTHY LIFESTYLE FOR THEIR CHILDREN

The **Los Padres-Las Madres** program is designed to connect fathers and mothers with their families, and to engage them in the process of their children's education and social development. The program offers the necessary **KNOWLEDGE** and **SKILLS** to **EMPOWER** parents to become more knowledgeable in areas of early childhood development; therefore enhancing the level of the father's and mother's communication and involvement with their families, to foster a healthy interactive household.



## PLT – PARENT LEADERSHIP TEAMS

SCHOOL, TEACHERS AND PARENTS BUILDING A HEALTHY COMMUNITY

The **Parent Leadership Team** Program provides training for school-based teams on using family engagement as a strategy for student success. PLT's are made up of: The principal, Two Teachers, 4-6 parents and a Parent Liaison. The PLT provides **KNOWLEDGE** and **SKILLS** to school-based groups of administrators, families and teachers to **EMPOWER** them to develop and monitor a family engagement action plan for the school. The PLTs plan family engagement based on the school's academic outcomes and engage the whole school community in the process.



# Authenticity

~ Uncover Your True Self ~

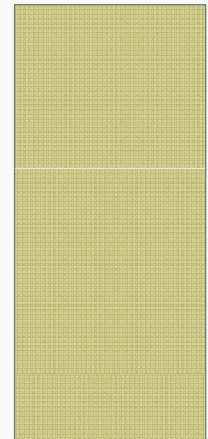


**Knowledge + Skills =  
Empowerment**



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# My Work With Obesity Prevention in Young Children & Families:

- Early Sprouts
- Breast feeding initiation and continuation among WIC mothers
- Consultant



# Environment

- Need to make “healthy” the “easy” choice
- Alter home environment of young children
- Alter childcare environment



# Early Feeding Practices

- Need to feed our children right from the start
- Breastfeeding initiatives
- Enhance lactation support
- Early infancy feeding practices





# Utilize Existing Programs and Enhance Family-focused Components

- Child and Adult Care Food Program
- Women Infant Children
- Supplemental Nutrition Assistance Program
- Child Care Licensing & Accreditation Cycles
- Farm to Preschool Initiatives
- Community gardens



# Role of Funding Agencies

- Advocacy
- Third party convener
- Social media initiatives

