



## #PlayROCs in Your Neighborhood

### Welcome!

Thank you for joining the Play ROCs movement and participating in PlayROCs in your Neighborhood!

This is your step-by-step guide to organizing a play day in your neighborhood! Play is important for kids and adults, but that's especially true for our kids. Play supports their physical social and emotional development. Kids that play every day of the year do better in school, are stronger, and are more likely to grow up and become active healthy adults. Not only that, it's fun! It gives kids an opportunity to just be kids.

Your play day will give kids and families the opportunity to play, get moving, and have fun together! You'll be part of a movement to show how neighborhoods and residents can work together to make sure kids and families have access to play.

This toolkit will help you get ready for your play day by giving you some resources to get started.

### What is Play ROCs?

Play ROCs is a campaign of the Healthi Kids Coalition that is advocating for safe and accessible play in both schools and neighborhoods to make sure every child in Rochester has the opportunity and access to at least 60 minutes of play every day. To learn more about how we're bringing back play in Rochester visit: [www.playrocs.org](http://www.playrocs.org).

### Who is Healthi Kids?

Healthi Kids is a community based advocacy coalition and initiative of Finger Lakes Health Systems Agency. Since 2008 we have been advocating for safer places to play, better school food, safer routes to school, more in school physical activity (like recess!), and supporting policies that promote breastfeeding.

For more information about Healthi Kids visit [www.healthikids.org](http://www.healthikids.org) or Follow us on Facebook, Twitter, and Instagram!