

Play Streets

Connecting Communities Through Active Play



Kaua'i Report

2022- 2023





Introduction

A play street is a neighborhood block (or other spaces such as a park, parking lot, or field) that residents (often in partnership with community organizations, county, or state agencies) plan and apply to temporarily close vehicular or other traffic and transform into a place where neighbors of all ages are free to gather, socialize, and play in their favorite ways.

Implementing Play Streets in rural communities is particularly important. In addition to promoting safe play and physical activity, it also fosters community relationships and connections. Often local organizations such as

the health department will partner with an organization hosting Play Streets, which allows them to promote their resources like health education materials to residents. Play Streets also spark new partnerships by providing community members with the chance to work together through the planning process. Hosting Play Streets in rural communities can be particularly valuable during the summer months to ensure that keiki (i.e., pre-K-middle school) have a safe, supervised space to be active when they are not in school and do not have regular recess and/or physical education sessions.

Benefits of Play Streets



Enhanced safety



Improved health



More physical activity opportunities



Better community relations



Reduced traffic concerns due to road closures



More activated spaces for play



Background

Building Resilient Inclusive Communities (BRIC) is a project of the Center for Disease Control and Prevention (CDC) and National Association of Chronic Disease Directors (NACDD) to build sustainable programming into existing efforts and address high risk populations for COVID-19 (African Americans, Hispanics, Native Americans, young children, aging adults, and people with disabilities) by providing technical assistance to increase nutrition security, access to safe physical activity, and social connectedness.

Launched in Fall 2022 and funded by BRIC, the Play Streets Kaua’i (PSK) Program creates a uniquely-Kaua’i version of Play Streets by directly engaging our play “experts”—the keiki and ‘ohana of Kaua’i — in the design and implementation of each event. The PSK Pilot Program is community driven, allowing residents the opportunity to choose how streets or non-active spaces can be used as public spaces, temporarily, periodically, or long-term.

Organizing Play Streets is one intervention for addressing unique barriers to promoting physical activity and social connections including limited resources and reduced access to playgrounds, sidewalks, or parks. Play Streets can be a one-time event or occur at multiple times through a year or month. Play Streets Kaua’i has created partnerships with local residents and community members who understand their community needs and strengths best. Through these collaborations, Play Streets provides community organizations with needed physical activity and related

supplies, county permitting support, and implementation assistance to enhance opportunities for active play and social connectedness.

Play Streets Kaua’i is possible thanks to a strong partnership between the Hawaii State Department of Health including the Kaua’i District Health Office, County of Kaua’i Planning Department, County of Kaua’i Office of Economic Development, Toy Fit, Kauai Skate Ohana, Na Lei Wili AHEC, and Get Fit Kaua’i.

List of Partners and Roles

Partner	Role
Hawai’i State Department of Health (HDOH)	Core Planning Team, Meeting Facilitator, Grantor
HDOH, Kaua’i District Health Office	Core Planning Team, On-island Assistance, Multicultural and Community Liaison
Na Lei Wili AHEC	Core Planning Team, Grant Fiscal Agent and Budget Manager.
Get Fit Kaua’i	Core Planning Team, NPO, Community Connector
County Planning Department	Core Planning Team, County Permitting
County Office of Economic Development	Core Planning Team, Marketing & Engagement
Toy Fit	PSK Activity Leader



TIMELINE OF EVENTS

July 4, 2022

1

KEKAHA

Kekaha Family Fun Day
200 Participants
Event Partners: E Ola
Mau o Kekaha

2

October 29, 2022

LĪHU'E

Rice Street Block Party
250+ Participants
Event Partner: Rice Street
Business Association

April 22, 2023

3

LĪHU'E

Ho'olaulea No Ka Honua (Earth Day)
300 Participants
Event Partners: OED, Kaua'i
Community College, Kaua'i
Economic Development Board

4

April 29, 2023

ANAHOLA

Family Fun Day
100 Participants
Event Partner: Anahola Marketplace

July 4, 2023

5

KEKAHA

Kekaha Family Fun Day
200 Participants
Event Partner: E Ola Mau
o Kekaha

6

July 15, 2023

LĪHU'E

Kukui Grove Back to School Bash
100+ Participants
Event Partner: Kukui Grove

August 12, 2023

7

HANAMĀ'ULU

1st Stand Alone Event at
Laukona Park
70 Participants
Event Partner: Marshallese
Association of Kaua'i

8

October 28, 2023

LĪHU'E

Rice Street Block Party
200+ Participants
Event Partner: Rice Street
Business Association



From Left to Right: Girl Skater on Kauai Skate Ohana's Ramp, ToyFit's Hang Bar Activity, Boy Runs through ToyFit's Ninja Obstacle Course, Boy Drinks from Coconut Activity, Family Plays Jenga, Mini Soccer Game, Participants at Laukona Park, Boys Plays Mini Basketball, Participants Learn How to Throw Net.





Vision

The vision of Play Streets Kaua'i is to create safe, publicly accessible spaces for all keiki and their ohana to engage in active play.

Mission

To promote physical activity and safe play for keiki and foster opportunities for community relationship-building while implementing sustainable programming into existing efforts to address inequitable access to healthy lifestyles.



Goals & Objectives

- Foster opportunities for multi-cultural and multi-ethnic social relationships and connections by facilitating community building initiatives.
- Ensure safe and inclusive play spaces by improving community designs for increased opportunities to interact with others in safe, accessible, and healthy environments.
- Increase opportunities to engage in active lifestyles that will decrease the risk for chronic diseases, such as hypertension, diabetes, heart disease, cancer, among others.
- Support vulnerable populations that have fewer opportunities for access to safe locations for play and reduce barriers to engage in a healthy lifestyle.
- Expand Play Streets Kaua'i activities to include all Moku of Kaua'i.
- Develop and streamline the application and approval process for Play Streets events.
- Evaluate and measure impact to assess the impact of Play Streets on keiki, ohana, and the community, using data-driven insights to continually improve and adapt programming.

Performance Metrics



- Host an event in at least four of the six Moku per year.
- Partner with at least one community-based organization or leader for each event to ensure representation of priority populations in planning and implementation.
- Expand on opportunities for engagement by hosting six full-scale and six small scale PSK events each year.
- Survey at least 20% of PSK participants during events to assess goals and objectives.

**Performance metrics are continuously evolving with each successive PSK event.*



Hanamā'ulu, Laukona Park- August 12, 2023

Best Practices

In the first year of launching the Play Streets Kaua'i program, the planning team has identified best practice strategies that have informed future events. Below are a few tips as it pertains to outreach and representation, communication protocol and marketing, budgeting, and storage ideas.

Outreach & Representation

The process begins by identifying a priority population or area for the event, ensuring inclusivity by actively engaging with diverse community members. This involves conversations with teachers from local schools, small-business owners, leaders of faith-based organizations, and families residing in the

targeted area. The emphasis is on collecting valuable feedback to tailor the event to the community's unique needs and preferences.

To truly connect with communities, the next step is to meet them where they are. The feedback gathered, encompassing suggested times, locations, partners, language considerations, accessibility needs, ethnic or cultural groups, and barriers to active lifestyles, becomes the foundation for planning. This approach ensures that the PSK event aligns closely with the community's expectations and realities.

Building strong partnerships is pivotal. PSK organizers connect with identified partners,



opening clear opportunities for collaboration. The level of participation from partners can vary, ranging from active involvement in the planning stages to volunteering on the day of the event. Recognizing the diversity among partners, PSK explores cost-effective strategies, such as joining existing local activities or events. The crucial role of community partners in informing these decisions cannot be overstated. While the planning team typically conducts online meetings for efficiency, recognizing that each partner has different preferences and availability, in-person conversations are found to be more effective in engaging with community representatives. Even for those unable to physically attend the event, community representatives and partners play a vital role by supporting the initiative through word-of-mouth within their networks. This collaborative and community-centered approach ensures that the PSK event becomes a truly inclusive and impactful experience.

Communication Protocol & Marketing

In developing an effective communication protocol and marketing strategy for your Play Streets Kaua'i (PSK) event, it is essential to plan ahead. Begin by distributing flyers and event information at least one month before the scheduled date. While social media can reach a broad audience, acknowledge its limitations, especially in engaging families with limited internet access, ESL participants, and immigrant communities. To ensure comprehensive outreach, consider personally visiting local businesses with flyers, informing them of potential changes to their services during the event and seeking their support in disseminating this information to patrons.



Standard Play Streets Flyer

Tailor your approach by providing printed copies of flyers to local schools and community-based organizations (CBOs) that cater to children and families, such as Boys and Girls Clubs, Girls Scouts, Head Start, Child and Family Services (CFS), YWCA, and others. Extend this effort to CBOs, agencies, and faith-based organizations serving vulnerable communities in the area, including food banks, pantries, Salvation Army, thrift stores, and low-income housing providers.

A week before the event, make personal visits to leaders and families within your identified priority populations to offer reminders and share updates on planned activities. This step is crucial for maintaining engagement, especially among ethnic minorities who speak languages other than English. The PSK planning team is actively exploring material translation to



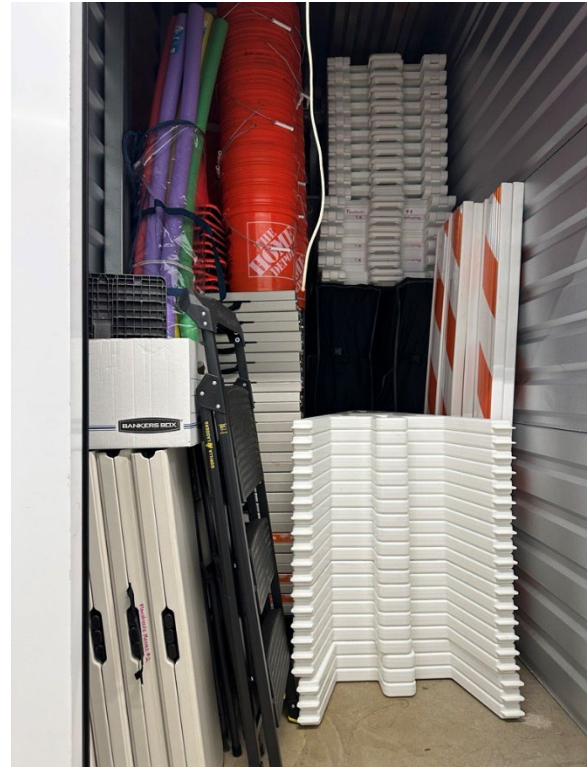
enhance accessibility for Limited English Proficient (LEP) community members. Encourage volunteers who speak the languages of your priority populations to participate, fostering better engagement and representation.

After the event, initiate communication with key partners and community leaders to gather their feedback and ideas for future implementations. This serves as an opportune moment to invite their participation in upcoming events or to join the planning committee for future activities. If evaluation responses were collected, report the findings back to the participating communities, ensuring transparency and accountability. This comprehensive communication strategy enhances the overall success and impact of your PSK event.

Storage

Equipment accessibility and storage is a crucial element of any PSK event. It is important to pinpoint a centralized location where all PSK equipment can be stored, allowing easy access for community partners and organizations. This strategic placement is vital for the seamless execution of PSK events, requiring flexibility in equipment access before, during, and after the events. Working with our non-profit partners, PSK has rented a 6 foot to 20-foot locker in Lihue to store equipment between events.

PSK is currently in the process of purchasing a 14-foot enclosed trailer that would reduce the duplicative process of loading, unloading, reloading, and once again unloading equipment for a given event.



Storage of Play Streets Equipment

Purchasing

Partnering with Na Lei Wili AHEC has been crucial in supporting PSK's efforts to adapt and appropriately purchase equipment in a timely manner to meet the activity preferences of community groups that partner with PSK to host events.