

# **Asthma Free School Zone Project**

## **Report**

**Project Activities Completed from 8/01/09 - 6/21/10**

from

**Real World Foundation**

to

**Con Edison Task Force of Community Board #3**

and

**Con Edison**

**Manhattan Public Affairs**

Submitted

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<b>Grantee: Real World Foundation, Inc 131 Avenue B, #1B New York, NY 10009 212-460-5361</b>
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<b>RWF Executive Director: Stuart Leigh</b>
<b>AFSZ Project Director: Rebecca Kalin</b>

**Asthma Free School Zone  
Community Board 3 MN / Con Edison  
Project Report for Year 3 (8/01/09 - 6/21/10)**

**Completed CB3 Activities in Year 3 through 6/21/10**

**Interim Report:** Activities from 8/01/09 to 6/21/10 are detailed in this report.

**Project Overview**

The Real World Foundation/Asthma Free School Zone CB3-Con Edison project plan aims to provide air quality improvements and related educational services to residents in the Manhattan Community Board 3 area. This year our project is focusing on three areas of activity:

**1.) Lesson Plan Development**

**Lesson Plans:** During the grant period, AFSZ developed lesson plans focused on asthma and air quality for kindergarten through 12<sup>th</sup> grade. The lesson plans integrate content and skills from multiple subject areas, including math, science, English Language Arts, social studies, visual art, and health. The lessons are matched to NYC DOE standards within content areas; high school lessons are matched with Regents curricula for the sciences.

A total of 26 lesson plans were written for the following grade groupings:

- Kindergarten
- Grades 1-2
- Grades 3-5
- Grades 6-8
- Grades 9-12

For each of the elementary and middle school grade groupings, five lessons were written. For the high school level, six lessons were written. All grade groupings follow a similar scope and sequence focusing on an introduction to the properties of air, an introduction to pollution, an examination of how air quality affects the environment and human health (including asthma), and cumulating with student advocacy to improve air quality.

All grade groupings begin with a Unit Launch chapter. All lesson plans also include background information for teachers, hand outs, worksheets, and assessment materials to be used in conjunction with the lessons.

**Focus Groups:** AFSZ conducted three sets of focus groups at the elementary, middle, and high school level to evaluate drafts of the lesson plans. An AFSZ intern (NYU MPH) who is also a former NYC public school teacher recruited current teachers to participate in the focus groups

Focus group participants were asked to attend two sessions with AFSZ. During the first meeting, participants reviewed and offered feedback on a first draft of the lessons. Following the first meeting, AFSZ staff edited and reformatted lesson plans using the feedback from focus group participants, then distributed a second draft in preparation for further review and in some cases trial teaching by participants.



*Lesson Plan Focus Group at AFSZ Office*

During the second meeting, participants were asked to bring feedback from an additional teacher on the second draft of the lesson plans and, if possible, offer a summary of their experience implementing the lesson plans. Participants were also asked to offer suggestions for scaling the lessons down for ESL or SPED students or up for advanced students. AFSZ staff made further and final edits to the lesson plans after the second meeting. Sample plans are attached as Appendix 1.

The collected lesson plans will be being final edited and laid-out over the summer, and will be distributed to AFSZ schools in CB3 at the start of the next school year.

## **2.) AFSZ Program Expansion to CB3 Schools**

**Outreach:** CB3-ConEd funding helped us to complete the AFSZ Kit and Program Guide, which is instrumental in making possible the affordable expansion of the program to many new schools. AFSZ did outreach to all public and private elementary schools in CB3. AFSZ staff made phone calls to principals, assistant principals, Parent Coordinators, and other key staff members and sent outreach materials detailing the components of the program. AFSZ also did outreach to the four targeted middle-high schools in CB3, contacting similar staff members at these schools.

**Services Provided:** AFSZ partnered with the following elementary schools during the grant period:

- M94, 442 East Houston Street, 10002
- Girls' Preparatory Charter School, 442 East Houston Street, 10002
- Neighborhood School, 121 East 3<sup>rd</sup> Street, 10009
- PS 110 Florence Nightengale, 285 Delancey Street, 10002
- PS 134 Henrietta Szold, 293 East Broadway, 10002

Each participating elementary school received 2 No-Smoking signs, 2 No-Idling signs in English and 2 No-Idling signs in Spanish. Schools also received 2-3 Program Kits, which include a 116-page Program Guide as well as a CD and DVD. The Guide contains resources for schools to run their own asthma programming that meets the needs of their particular school population. The CD and DVD each contain educational media to support programming, such as asthma education

videos for students, Power Point presentations for workshops, and tools for environmental assessment of the school.

All participating elementary schools selected 1-3 staff or school community members to take part in an on-site training meeting with AFSZ staff. During the on-site training meeting, AFSZ staff oriented participants to the available resources within the Kit. Together through discussion with AFSZ staff, participants identified steps that they might like to take at their school to support students with asthma and improve environmental conditions at the school.

**Middle-High School Sites:** In conjunction with a middle school teacher at George Jackson Academy, AFSZ staff conducted a service learning project with an advisory group of nine middle school students. AFSZ staff designed materials and a lesson plan in cooperation with the teacher, who led her own lessons as an introduction to the service learning project. As part of the lesson, students received a basic overview of asthma, led by AFSZ staff. AFSZ staff then led small groups of students on a neighborhood walk-around and helped students to assess what environmental risks and strengths were present in the neighborhood surrounding the school. Students also conducted interviews with local business owners about their environmental concerns. Following the activity, students discussed ways to encourage community participation on environmental issues, then created presentations for the student body about their work.



*AFSZ Service Learning Students  
at George Jackson Academy*

Despite multiple outreach attempts and invitations by AFSZ staff members, the four targeted middle-high schools did not choose to participate this year in the complete the AFSZ program. The commonly-offered reason for non-participation was pressure related to high-stakes, mandatory citywide testing.

### 3.) Idle-Free NYC

**Telephone Kiosk Posters:** AFSZ conducted Year 3 of the Idle Free NYC campaign with specific focus on CB3. This year we assessed multiple outdoor advertising firms to see which could provide us with solid coverage of CB3. Where Titan Outdoor managed bus tail advertising last year during our citywide campaign, this year the contract has gone to CBS Outdoor. We found that it is impossible for CBS to control which routes buses with specific advertising will follow on any particular day. Consequently we considered

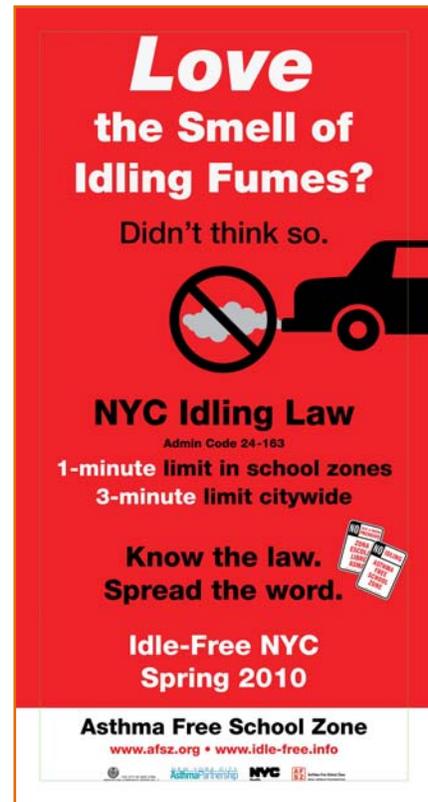


*Idle Free NYC 2010 Poster  
at 5<sup>th</sup> Street and Avenue A*

CBS's offer to advertise on the fencing that surrounds the entrances to subways. With the relatively sparse number of subway stations in CB3 we chose rather to go with Titan's offer of 20 telephone kiosks in CB3. They also offered an additional 10 kiosks as a free non-profit added concession for a total of 30 poster placements. Titan provided us with a list of the target kiosks in CB3 from which we offered 29 kiosk locations within the CB3 area and another 5-6 sites in the financial district and Gramercy and Union Square area. (see Appendix 2 – AFSZ's *Selected List of Titan Kiosk Sites for Idle Free NYC Campaign*.) AFSZ designed a 26" x 50" campaign poster for the kiosks. Titan produced 30 and placed them on kiosks at 30 sites. Through an error on their part some were placed outside the CB3 area in uptown locations. The posters remained up from May 3 to May 31, 2010.

**Radio:** RWF also produced a radio public service announcement for the *Idle-Free NYC* campaign and provided it to 8 New York City radio stations. We were assisted in this effort through the New York Market Radio Association which enabled us to meet with all eight in a single meeting where we were invited to outline general community concerns and also focus on our specific programmatic offerings. Those who attended Stuart Leigh's presentation and received the PSA and handout materials were:

Linda Wnek, WABC/WPLJ  
 Maricela Baez, WADO/WXNY  
 Al Mayers, WBBR, Bloomberg  
 Deborah Gordon, WCBS-AM, WINS, WWFS  
 Victoria Biello, WFAN  
 Trey Morgan, WHTZ  
 Morgan Prue, WLTW  
 Bob Slade, WRKS



AFSZ designed poster 26" x 50"

Deborah Gordon of WCBS followed up by calling our office seeking to record and interview with AFSZ Project Director, Rebecca Kalin. This radio program was taped on May 6. It aired on both local and national radio stations as follows: NYC: Fresh 102.7 and WCBS 101.1, and on CBS HD in San Francisco, Chicago, and Los Angeles. Our PSA was also aired on these stations multiple times. A similar follow up and interview recording by Bloomberg Radio has been scheduled for July.

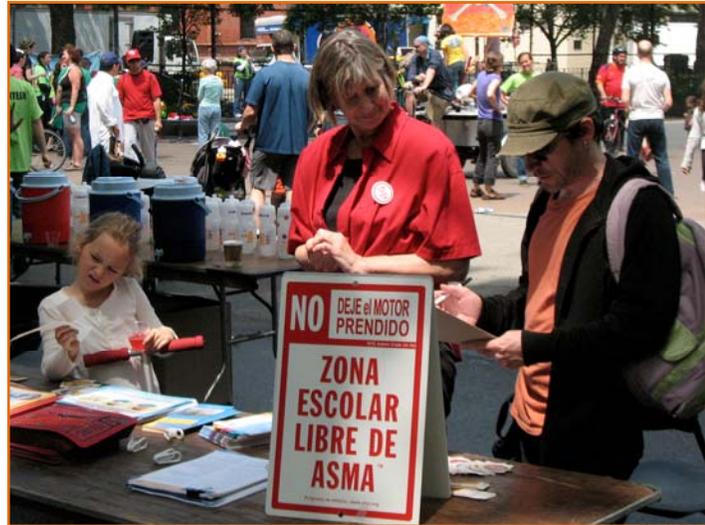
**Idle-Free NYC Educational Campaign Materials Distributed in CB3 Schools:** All AFSZ schools within CB3 received the following materials as a part of Idle-Free NYC:

- **Stop-Idling Kit:** Included letters for parents, pledges for drivers, and classroom activities for students about idling laws.

- ***Class Activity Kit:*** Included a series of activities with accompanying worksheets and materials. Introduced to students the link between environment and health and encouraged advocacy.
- ***Bulletin Board Kit:*** In honor of National Asthma Month, included information about idling regulations in New York City and tips for how schools can advocate on environmental issues. To be posted in schools.
- ***Asthma Event Calendar:*** Flyer of information for schools regarding events around the city to promote improved environment and health for children with asthma.

**Idle-Free NYC Community Event:**

AFSZ also participated in the East Village Bike Parade on May 8, 2010. We had a table and handed out literature and spoke with numerous passersby about the AFSZ and Idle-Free NYC programs and about the importance of observing and enforcing the idling restriction laws that we helped the City Council to pass. We also spoke about school zone health and safety to many parents from local schools.



AFSZ table at LES Bike Parade - May 15, 2010

**Concluding steps:** Nearly all activities under this grant have been completed. As noted above, activities in future months will include completion of the lesson plans, and lesson plan booklet production and distribution to participating CB3 schools.