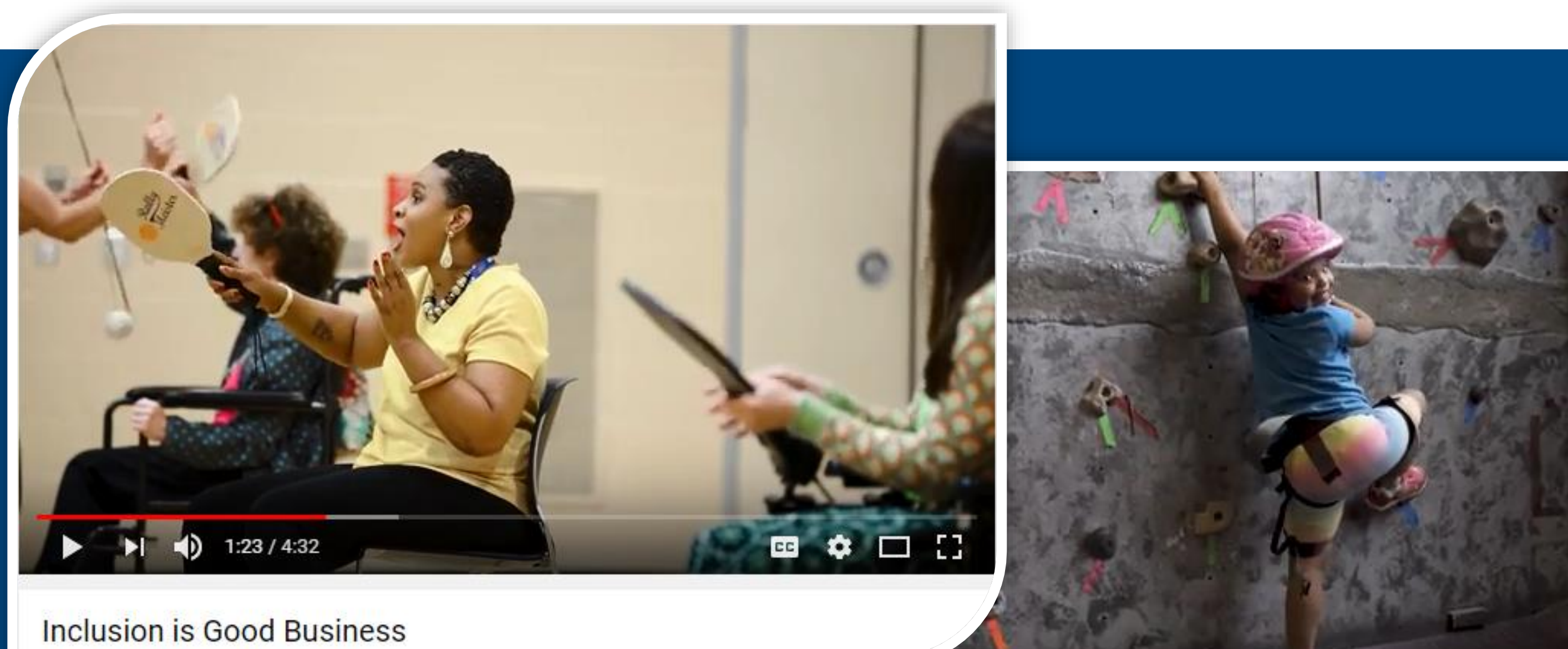


Jennifer Ward, MS, Valerie Smith, MS, Suzannah Iadarola, PhD, BCBA-D, and Susan Hetherington, PhD
Strong Center for Developmental Disabilities (SCDD), University Center for Excellence in Developmental Disabilities

One of SCDD’s focus areas is Recreation and Leisure. This past year we have engaged in a number of activities to advocate for full inclusion in community recreational and leisure settings: **1)** development of an inclusive recreation video campaign, **2)** a curriculum paired with trainings and technical assistance, and **3)** collaborations with community agencies and organizations.

Inclusive Recreation Video Campaign



Above Photo: Video snapshot for the business-gear video from YouTube.

Play Together: Changing Lives through Inclusive Recreation

Above Photo: Video snapshot for the advocate-gear video from YouTube.

- Based on feedback from members in our Community Advisory Council, SCDD discovered a need for more inclusive recreation and leisure opportunities in the Greater Rochester region.
- A planning committee consisting of self-advocates, family members, and recreation professionals provided guidance on the development of a video campaign to advocate for inclusive recreation and leisure experiences in the community.

Two Videos:

1) Business-gear video

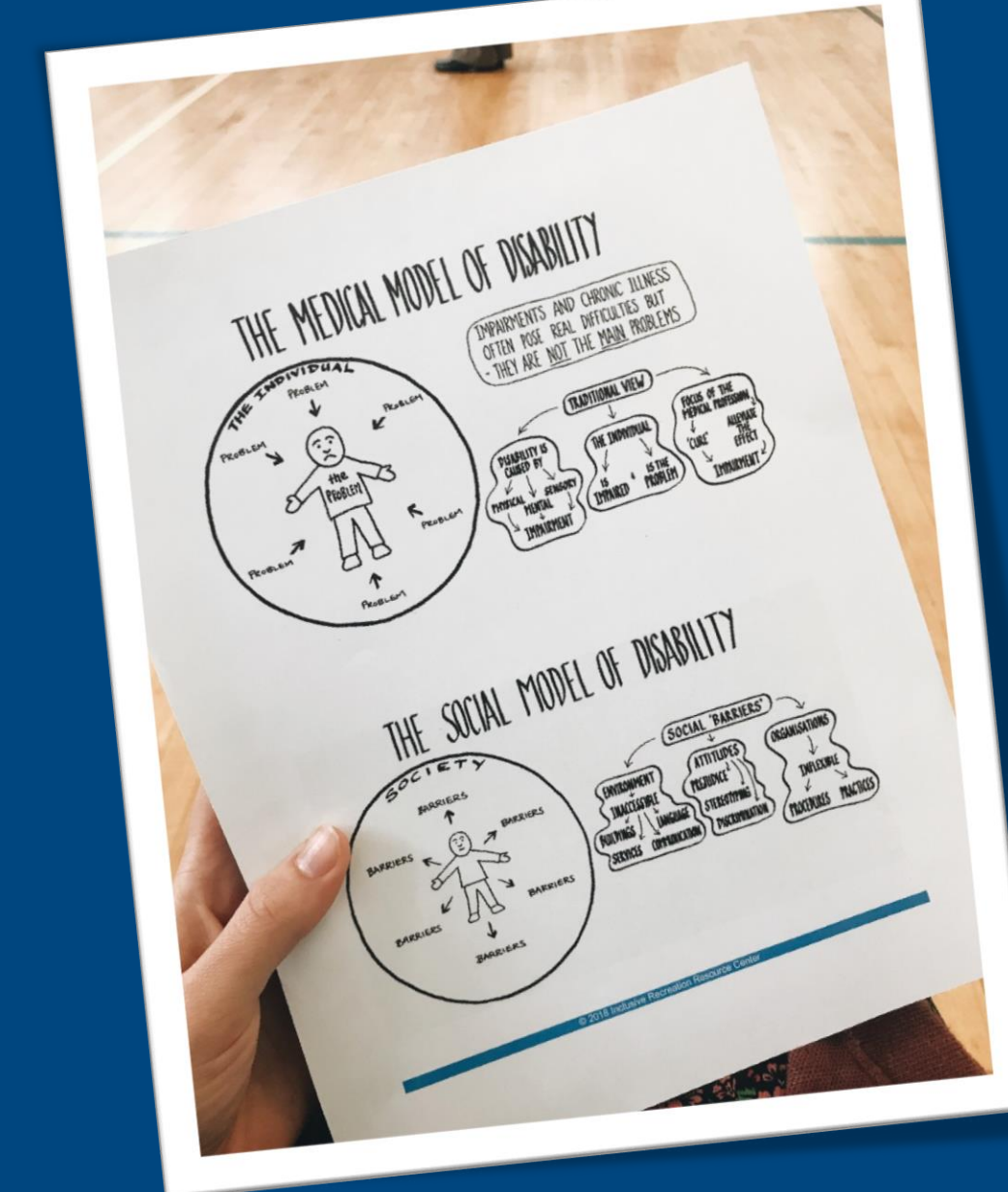
Geared towards organizations and businesses to encourage them to pursue inclusion. This video utilizes case studies, highlights businesses who have been successful with inclusive efforts, addresses possible barriers, provides awareness on the number of individuals who would be able to access services if inclusive, and clarifies the importance of serving all members of the community.

2) Self-advocate/family-advocate video

Geared towards families with disability in the dynamic and individuals with disabilities. This video highlights the importance of recreation and leisure and associated benefits, shares positive experiences families have had, discusses the implications for the whole family, and provides advocacy tips to encourage individuals to advocate for themselves and/or family members. The key message of this video is that ALL people should be able to choose what they want to do, when they want to do it.

Curriculum, Training, & Technical Assistance

Below Photo: SCDD and Rochester Accessible Adventures (RAA) partnered to present information on the Social Model of Disability



Left Photo: Project Coordinator, Jennifer Ward, attends City of Rochester School Health Fair with the Mobile Sensory Room, provided by the Inclusive Recreation Resource Center at SUNY Cortland.

- To address the structural barriers to inclusive recreation and leisure, SCDD created a curriculum designed to train organizations on all aspects of inclusion: administrative and programmatic, physical, social, behavioral, and sensory.
- SCDD staff provides free trainings to organizations and adapts the curriculum to the specific setting.
- This year, SCDD has provided trainings to the following: Monroe County children’s librarians, Town of Penfield Special Education PTA, and Rochester City School District. Trainings are interactive with activities, a chance to explore and interact with “mobile sensory rooms,” and opportunities for discussion and questions.

Curriculum Outline:

- I. Setting up the Environment
- II. Administrative Inclusion
- III. Programmatic Inclusion
- IV. Behavioral Inclusion
- V. Social Inclusion

Right Photo: A PowerPoint slide from the curriculum covering “sensory supports.”



Community Collaborations

Below Photo: Healthi Kids PlayROCS Your Neighborhood logo



Below Photo: Inclusive Recreation Resource Center (SUNY Cortland) logo



Below Photo: Rochester Accessible Adventures (RAA) logo



- SCDD is partnered with a number of community organizations to create a network working to increase inclusive recreation and leisure opportunities in Upstate New York.

Collaborators:

1) Healthi Kids

SCDD is providing technical assistance and support around inclusion for Healthi Kids annual PlayROCS your neighborhood, a community-wide event with over 30 sites hosting a neighborhood play day. Goals for the day are 1) to help neighborhoods learn what they want play to look like in their neighborhood, and 2) raise awareness for the need for safer and more accessible spaces for our kids to play. SCDD is supporting Healthi Kids by training site hosts and volunteers, supporting marketing and communication efforts, and providing on-site assistance during the event.

2) State University of New York- Cortland

SCDD staff and faculty members have worked closely with the SUNY Cortland Inclusive Recreation Resource Center to become “Certified Inclusivity Assessors,” in order to evaluate inclusion in the community.

3) Rochester Accessible Adventures

SCDD also works alongside Rochester Accessible Adventures, a non-for-profit organization providing technical assistance and training to community organizations around inclusive recreation. SCDD works with Rochester Accessible Adventures and their business partners to train and present on behavioral, social, and sensory supports that facilitate inclusion.