



Student Projects

“Washington Heights/Inwood Community Task Force on Childhood Obesity Prevention and Healthy Lifestyles” Student Project VACANCY



This coalition is comprised of local networks and stakeholders that promote healthy lifestyles and build and sustain healthy neighborhoods, including community organizations, multi-service agencies, faith-based groups and institutions which provide culturally appropriate, community-responsive services. The community task force serves as an inclusive forum for collaboration and communication across all programs and agencies necessary to form a cohesive, comprehensive and unified healthy lifestyles promotion strategy that will deliver effective services and environmental change. This task force has developed the “Vive tu vida/Live your life” social marketing message and is working to disseminate the message and mobilize supportive resources in the Washington Heights/Inwood community. The task force meets monthly, every 2nd Thursday of the month, 8:30am-10am, locations rotate.

Student projects can include:

- Developing a resource list of participating community organizations
- Evaluation needs (outcomes, quality assurance, focus groups)
- Working together with the “Healthy Living in Northern Manhattan” newspaper in writing task force/CHALK related articles for monthly publication.
- Bridging local businesses with our Ambulatory Nutrition Services team (such as developing healthier menus from local restaurants)
- Managing the “Vive tu vida/Live your life” database



- Developing social marketing messages for the electronic bulletin board of the YM&YWHA of Washington Heights/Inwood

“Healthier Hospitals” Student Project

NYPH-Columbia University Medical Center Campus- VACANCY

Cornell Campus- 70th Street York Avenue- VACANCY

This project builds on concepts from the Food & Fitness Partnership of New York and CHALK's own agenda:

- Developing and marketing “best practices” in food services for patients, families and staff.
- Integrating concepts from “Healthcare without Harm” and Practice Greenhealth (particularly, food procurement and promotion policies that are healthy, environmentally sound, and socially responsible)

Student projects can include:

- Inpatient Healthy Tip of the Week Project (physical activity, nutrition, plant-body connection)
- Student/staff/community tours of farmers’ market.
- Linking hospital and university resources to local farmers’ markets.
- Leading a “Vive tu vida/Live your life” booth at local farmers’ markets with outreach materials and games for kids. Can be paired with NYPH nutritionist.
- NYP Green collaboration (a hospital sustainability program- CHALK chairs the Wellness Task Force)
- Marketing and Evaluation activities for our “Take the Stairs” Campaign
- Food Guidelines for pediatric events
Collaboration with Be Fit to Be’ne’fit Staff wellness program
- Meeting minutes for monthly Wellness Task Force, every 2nd Friday of the month 3-4pm Vanderbilt Clinic conference room, 4th floor.

Bodega Student Project

In need of Spanish speakers to join team.

This project involves assisting in the development of materials and strategies for bodegas to market and procure healthier snacks targeted to school children. Emphasis on working through farm to processor to distributor to bodega issues for local snack apples and carrot bags. Those with an interest in food procurement, food systems, and social marketing should apply.

Afterschool Kit Student Project

FILLED FOR 2009-10

This project involves assisting after-school programs adopt best practices in their after-school programs supportive of good nutrition and active living. The student

will work with 1-3 after-school programs to adopt practices outlined in the "[Healthy Kids, Healthy New York After-School Initiative Toolkit](#)". This includes developing process and outcome evaluation tools in helping sites work towards their goals.

Chalk it up! Student Project

MULTIPLE VACANCIES

This is a fun project for students with an interest in social marketing and/or artists. Students will work with a local artist and other student volunteers in using chalk as a medium to promote healthy habits around a social marketing calendar with participating locations. Student projects include drawing with chalk, engaging local businesses in a social marketing campaign, and developing process and outcome evaluation tools for the initiative. Possibility of weekend hours on occasion.

Health Fairs/Block Parties Student Project

MULTIPLE VACANCIES

Health education outreach during seasonal health fairs and block parties throughout Northern Manhattan. Position includes running a CHALK table at these events with educational material on healthy eating and physical activity, marketing our social marketing message, and running fitness games for kids when appropriate (jump rope, hula hooping, ball games, etc). Great opportunity for those students with an interest in health education, physical activity community outreach and a social marketing campaign. Also a great way to learn about the Northern Manhattan community and its neighborhoods.

Contact:

Stephanie Pitsirilos-Boquín, MPH
Program Manager
Phone (212) 305-2771
Fax (212) 305-8819
Email snp7002@nyp.org
Website: www.chalkcenter.org