



**REACH** is Philadelphia Parks and Recreation's (PPR) new youth development system that includes its: (1) Afterschool, (2) Summer Day Camps and (3) Youth Workforce programs. The REACH system offers wellness services to youth designed to promote an appreciation for the environment and outdoors, athletics and sports, the arts and establishing healthy habits through fitness.

**REACH** is defined as the ability to succeed in touching or seizing with an outstretched hand. From a youth development perspective, it's the ability to connect to a young person in a developmental way. From a business community perspective, it's a streamlined approach that makes it easier to partner and collaborate with the department regarding new and existing programming. **REACH** also describes PPR's youth development priorities and it serves as a metaphor for the "scale" and connection to communities.

### **What is wellness?**

According to the National Wellness Institute, "wellness is an active process through which people become aware of, and make choices toward, a more successful existence". PPR's REACH system is designed to ensure Philadelphia's youth live healthy physical, mental and emotional lifestyles. Programming through REACH will provide experiences that help structure and prepare youth to become successful contributors in society.

### **How do we REACH youth in our programs?**

PPR has always offered enriching and fun programming for youth. However, the REACH system offers a refreshing way of offering services for youth; with a 21st century spin. Youth who participate in an afterschool program, summer day camp, or who receive a summer job will experience structured services that support their development and overall wellness. REACH program areas include: (1) environmental awareness, (2) outdoor activities, (3) sports and athletics, (4) arts programming, and (5) fitness & healthy habits.

### **REACH Developmental Pathways (ACCESS + EXPOSURE = EXPERIENCE)**

The REACH system will provide an intentional structure offering three types of developmental program pathways for youth in grades K-12. Youth in grades (K-5) will have unlimited access to programming based on interest. Middle school youth in grades (6-8) will participate in intentional exposure programs designed for youth to become competent in something new. Teenagers in grades (9-12) will participate

in experiential skill driven programs designed to have measurable results that impact the youth in a developmental way.

### **Building a Public Sector Workforce**

Philadelphia Parks and Recreation has made an annual commitment to preparing teens and young adults (14-21) for careers within the Parks and Recreation system. Each year, thousands of teens and young adults are employed as seasonal workers to support PPR programming. As we prepare a 21<sup>st</sup> century workforce, PPR will continue to build public sector industry pipelines for young people to learn, earn and develop employable skills.

### **REACH Community Clusters**

REACH community clusters are partnerships between facilities and afterschool programs that allow program staff to share resources, ideas and collaborations. These partnerships allow for more and better programming for youth within the communities they reside.

#### **REACH 2013 Pilot Locations (By District)**

<b>District</b>	<b>Name</b>	<b>Address</b>	<b>ZIP</b>	<b>City Pilot</b>
1	BOYLE	13024 STEVENS RD	19116	
1	MAX MYERS	1601 HELLERMAN ST	19149	
1	MAYFAIR	2901 PRINCETON AVE	19135	✓
2	BRIDESBURG	4625 RICHMOND ST	19137	
2	CIONE	2600 ARAMINGO AVE	19125	
2	ROOSEVELT	4301 LEVICK ST	19135	
3	FELTONVILLE	231-37 E WYOMING AVE	19120	✓
3	LAWNCREST	6000 RISING SUN AVE	19111	
3	McVEIGH	400-64 E ONTARIO ST	19134	
4	BELFIELD	2109 W CHEW AVE	19138	✓
4	WATER TOWER	209-99 E HARTWELL LA	19118	
4	WISTER	4971 BAYNTON ST.	19144	
6	ATHLETIC	1401-55 N 27TH ST	19121	
6	M.L. KING	2101-35 CECIL B MOORE AVE	19121	
6	PENROSE	1101 W SUSQUEHANNA AVE	19133	
7	MARKWARD	400-16 S TANNEY ST	19103	
7	PALUMBO	700 S 9TH ST	19147	
7	VARE	2600 MORRIS ST	19145	✓
8	KINGSESSING	4901 KINGSESSING AVE	19143	
8	MYERS	5800 CHESTER AVE	19143	
8	WRIGHT	3320-50 HAVERFORD AVE.	19104	✓

**HELP US REACH A YOUNG PERSON TODAY!!**