



play matters for all kids

Who We Are

The leading nonprofit working to bring balanced and active play into the daily lives of kids in America, particularly those growing up in poverty.

Our mission is simple.

We create great places to play, inspire communities to promote and support play and drive the national discussion about the importance of play in fostering healthy and productive lives.



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**KIDS NEED
CARING ADULTS
TO THRIVE**

**PLAY IS A
COMPETITIVE
ADVANTAGE**



**PLAY IS CRITICAL
TO A GREAT
EDUCATION**

**PLAY HELPS
ADDRESS
TOXIC STRESS**



Play is Disappearing



Our Kids are In Trouble



PLAY IS A SOLUTION



- Only 1 in 4 children get 60+ mins of physical activity/active play a day
- Over a six-year period, children age 6 to 12 spent 24 fewer minutes per week playing, and children age 9 to 12 spent 54% less time per week outdoors



America's children are increasingly unhappy, unhealthy, and falling behind

- 1 in 3 kids are obese/overweight
- 1 in 5 have mental illness
- Children are not developing 21st century skills
- Children are experiencing higher levels of toxic stress



Research confirms that play – physically active, imaginative and interactive play – is a powerful healthy living solution to these problems because play benefits the whole child.

Play transforms children – from sedentary to physically active, bored to mentally active and solitary to socially active.



There are barriers to play ...



Play can get lost in
daily schedules



It's hard to know if you're
playing enough



Play can involve
hassle factors

The solution is a new standard for cities that puts families first

PLAYABILITY



**Foster play
everywhere**



**Make cities
family-friendly**



**Create the corner
store of play**

BRING PLAY to KIDS —————

PLAY everywhere

—————

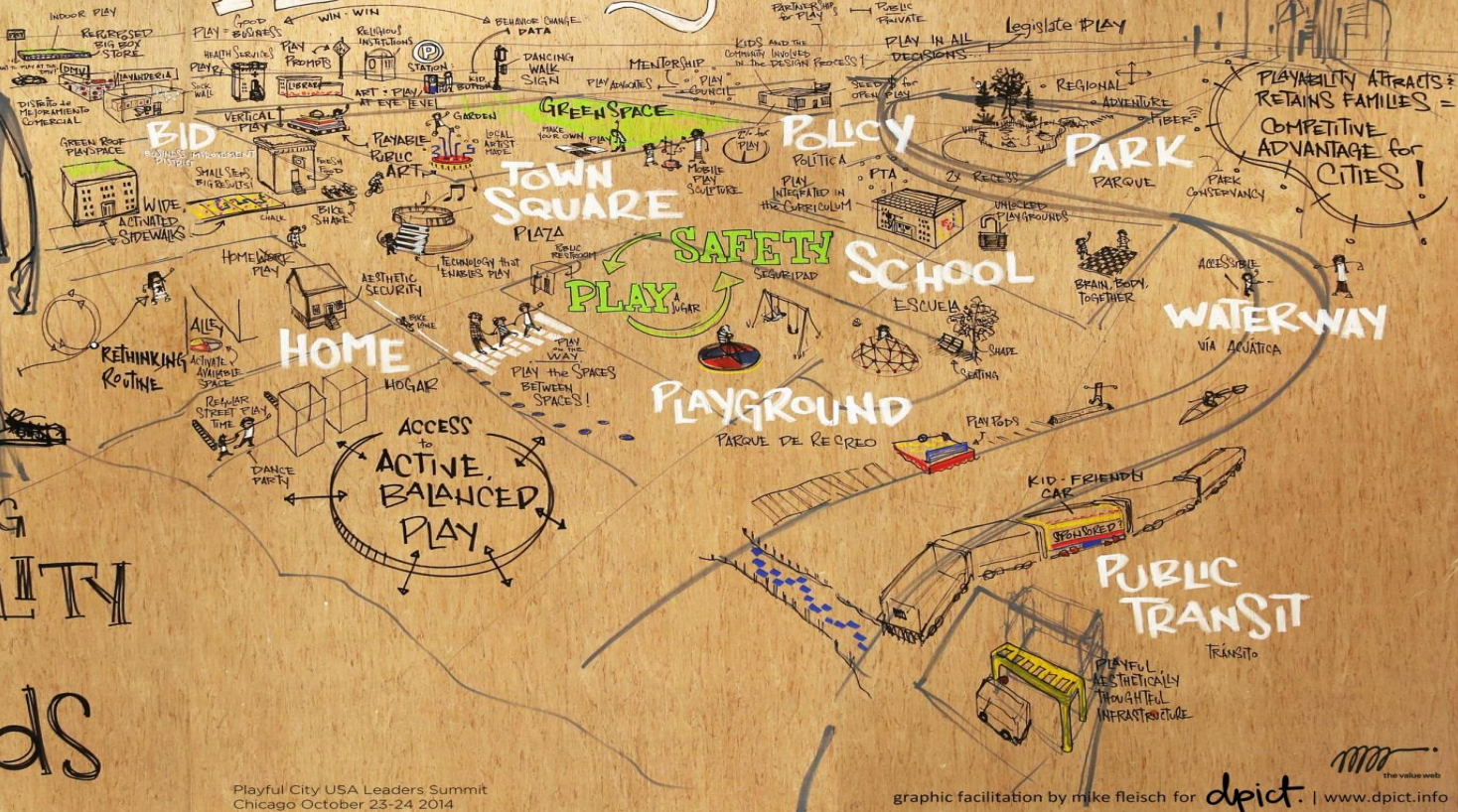
WIN-WIN ————— BEHAVIOR CHANGE —————

PUBLIC PLAY ————— PUBLIC PRIVATE

COMMUNITY
ENGAGEMENT
for ALL
AGES!
.....
WASTE TIME
TOGETHER!



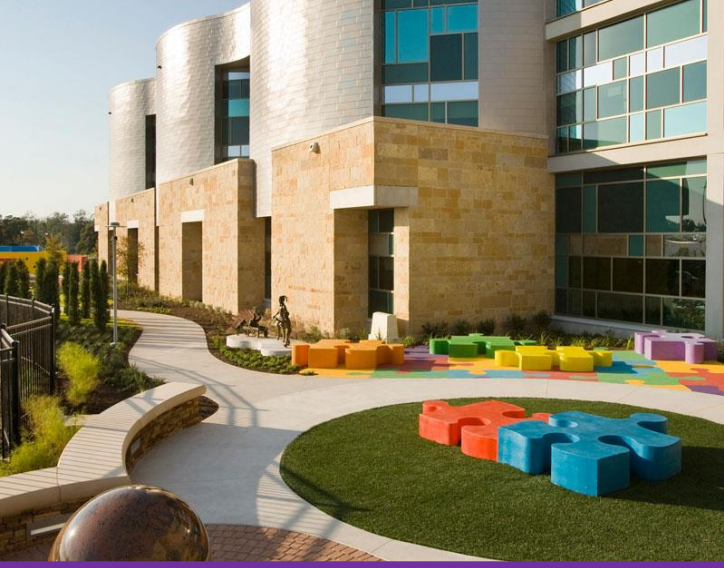
BRINGING
#PLAYABILITY
to Life for
ALL kids



Playful City USA Leaders Summit
Chicago October 23-24 2014

graphic facilitation by mike fleisch for **dpict.** | www.dpict.info

What if cities were designed with families in mind?



- Play in Design
- Creative Play Spaces
- Transportation and Play
- Playful Art





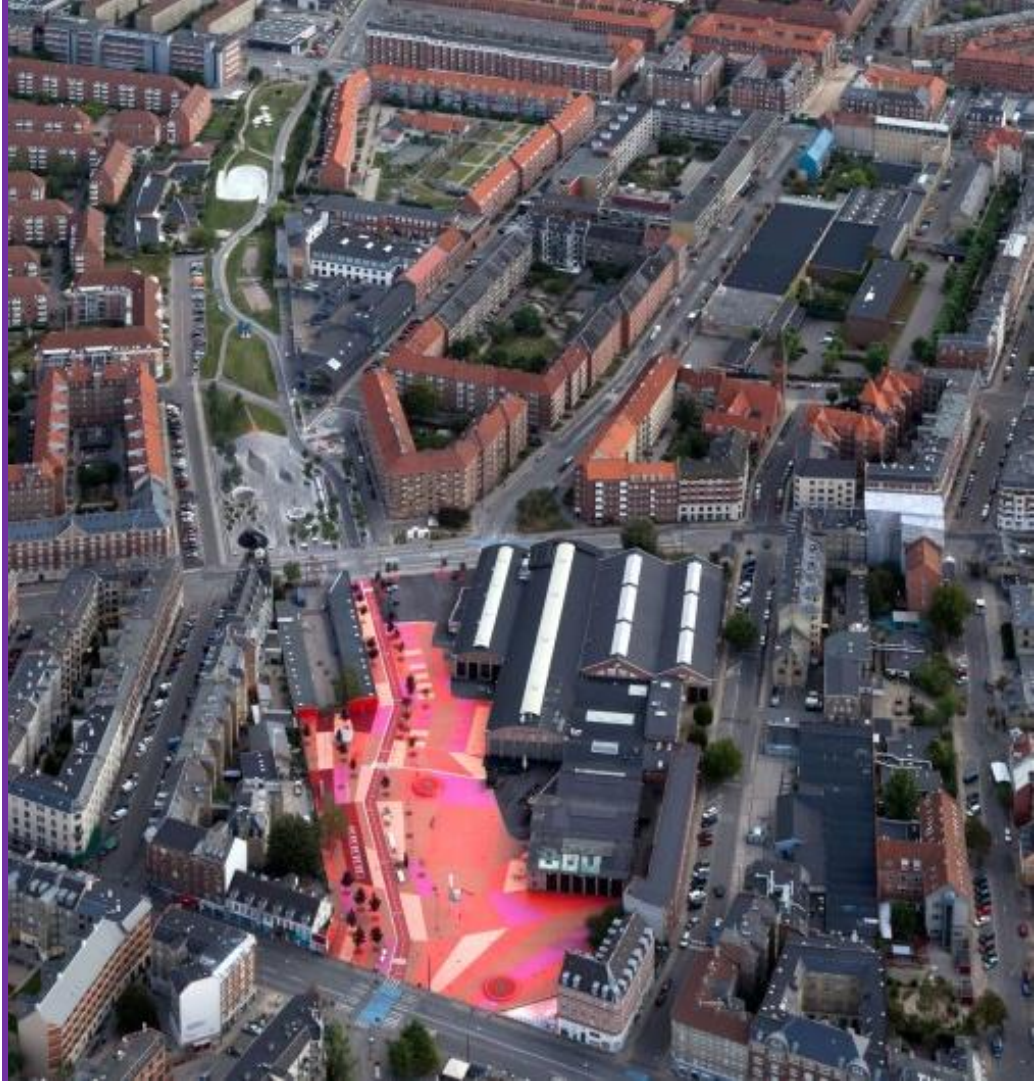




















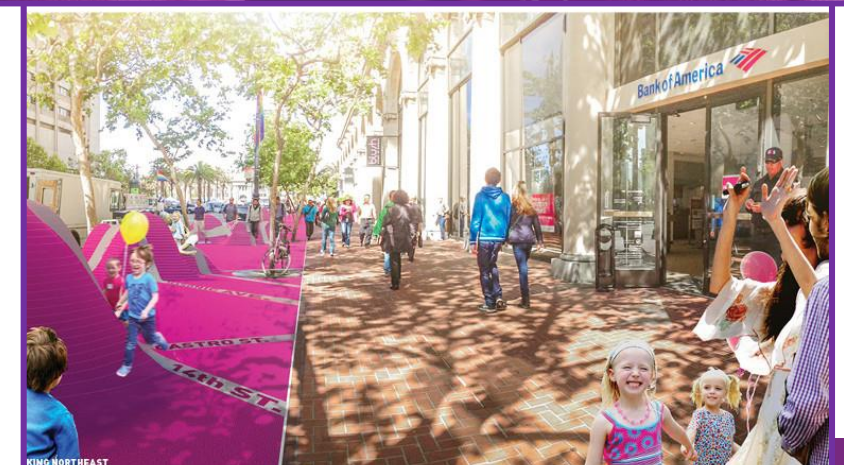
Happy Lane (Get Ready, Get Set, Get Healthy) Playable Art





“I don’t think we can ever go back to a regular sidewalk again.”

-Nes Fernandez, Telegraph Hill Center, ED







Yellow Brick Road Play Street

Streetscape Design + Transportation Infrastructure



“The Yellow Brick Road Play Street will become a replicable model for how to create safe and vibrant play streets throughout Richmond and beyond...”

-POGO PARK





Questions?



#playability



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