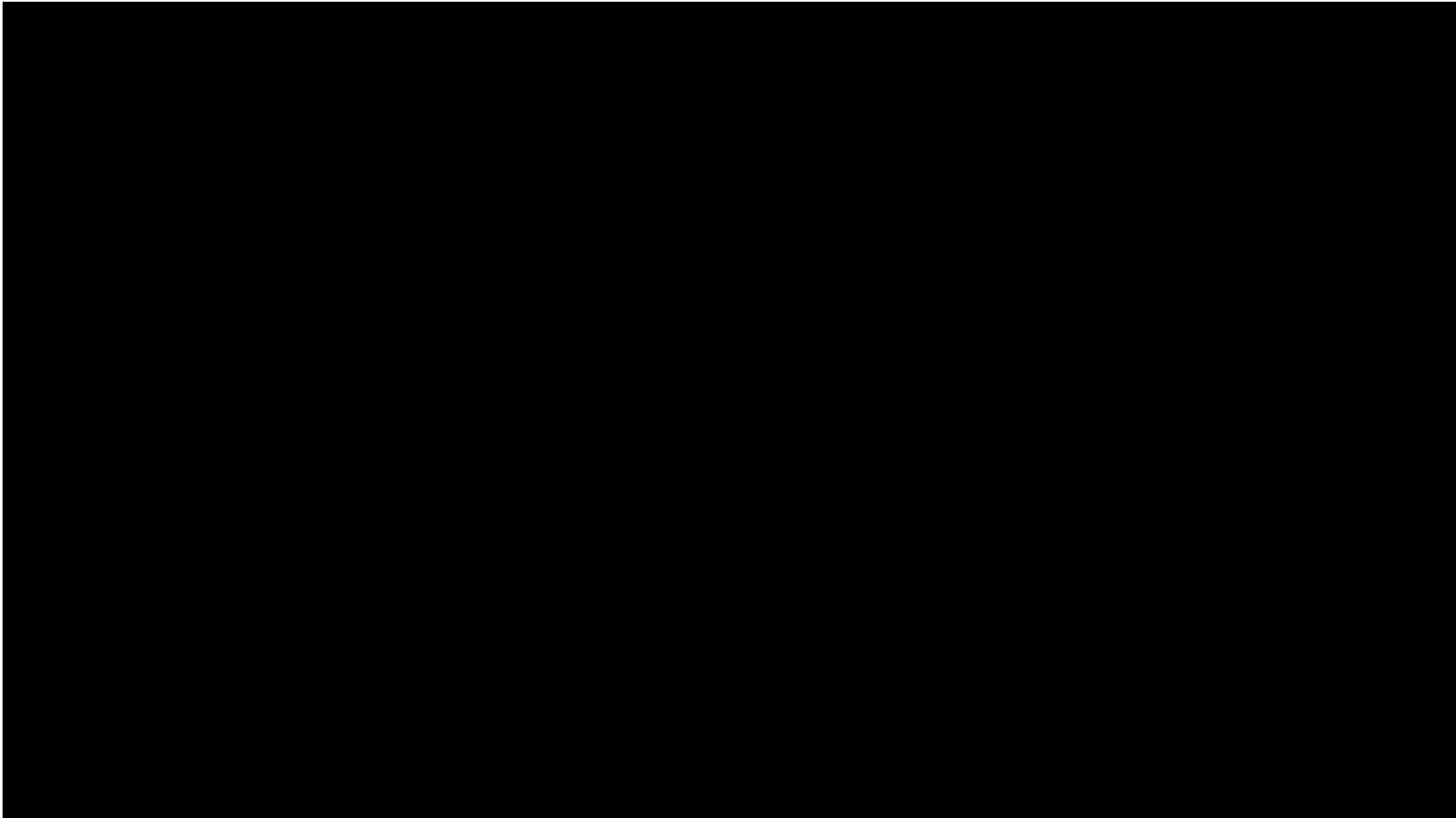


Growing A Movement for Play in Pittsburgh

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#playfulpgh

Why Play?



Small Group Activity

When you hear the word, “PLAY”, what comes to mind? How do you define “PLAY”?

Why Now?

- Timely
- Growing body of research
- National conversation
- National and local partners

Our Story

- Establishment of [Kids & Creativity Network](#)
- Non-profits & funders driving innovative activities, linking play with education, arts, innovation, and neighborhood revitalization
- Regional efforts like the Kids & Creativity Network seed innovative ideas and create links between seemingly disparate grassroots efforts to bring together diverse educators, advocates, and playmakers
- Applied annually (2010, 2011, 2012, 2013) for “Playful Cities USA” recognition through KaBOOM!

Our Story

- KaBOOM! built a 'map of play' –a GIS map of playgrounds. Pittsburgh's playgrounds, visit [Map of Play](#)
- Worked jointly on a variety of projects, i.e., Carnegie Museum of Art, [The Playground Project](#)
- Attended KaBOOM!'s Leadership Summit in Baltimore in September 2013
- Launched first community conversation in October 2013, February 2014 & Ultimate Play Day in April (Month of the Young Child)

Our Partners

Playful Pittsburgh Collaborative

Carnegie Museum of Art

Children's Museum of Pittsburgh

Let Kids Play!

Let's Move Pittsburgh

Pittsburgh Association for the Education of Young Children

Pittsburgh Parks Conservancy

Studio for Spatial Practice

The Sprout Fund

Small Group Activity

- Who might your allies be?
- Define them as likely or unlikely.

Going Forward

- Asked by KaBOOM! to be pilot city for their newly designed 2014 Playful Cities designation process
- Establish joint goals for 2013-14 & 2014-15
 - Quarterly community conversations
 - Block party event during Month of the Young Child (April)
 - Engage new administration in support of this work
 - Secure resources to support work cross-organizationally
- Playful City USA designee—4th year
- Invited to attend Play Leaders Summit in October 2014
- Co-teach a college course on “Play”

Current Efforts: Build a cohesive movement for play that ties to city priorities

- Improve education by closing the achievement gap and build 21st century skills
 - [Pittsburgh Coalition Works to Emphasize Importance of Playgrounds](#)
 - [Play's the Thing](#)
- Revitalize neighborhoods
- Improve childhood health and resilience
 - [Pittsburgh Recognized for Achievement in Addressing Childhood Obesity](#)

Current Efforts: Build a cohesive movement for play that ties to city priorities

- **Raise public awareness** about the value of play through consistent messaging, in particular about how play supports city priorities.
- **Continue “grassroots” work to seed and support innovative partnerships** and ideas and engage citizens.

Current Efforts: Build a cohesive movement for play that ties to city priorities

- **Work with our municipal officials and other “grasstops” leaders** to support and integrate the play movement in their agenda.
- **Make policy recommendations** at local, state & federal level

[-PreK For Pa](#)

Next Steps/Small Group Activity

- Given how you define play, and who you have identified as allies, what might be 3 concrete steps you can take when you return home to move forward the importance of play in your community?

Continuing the Conversation

- Google Hangout
- Online Play Academy

**“If play is woven into the fabric of social practices, we will dramatically transform our personal health, our relationships, the education we provide our children and the capacity of our corporations to innovate”,
National Institute of Play.**