What if cities were designed with kids and families in mind?
Play is Disappearing

• 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

Our Kids are In Trouble

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

PLAY IS A SOLUTION

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.
BRING PLAY to KIDS
PLAY everywhere

PLAYABILITY to Life for ALL KIDS

Playful City USA Leaders Summit
Chicago October 25-24 2014

graphic facilitation by mike fleisch for dpict. | www.dpict.info
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
Play and Permanent Structures
Play and Civic Locations
Creative Indoor Play Spaces
Playable Art, Murals, Creative Sidewalks, and Telegraph Hill
Pop-Up Play and Sand Zone
Through Play More B’More, KaBOOM! and our partners are creating a drumbeat of high-energy “urban barn raisings” where neighborhood youth and other volunteers work together to raise spiral slides and bolt together rocky ridge climbers, transforming cracked asphalt schoolyards and vacant lots into new community playgrounds.

Youth Interns -- With help from Baltimore Corps and Family League of Baltimore, we recruit and train a team of 16 to 24 year old Interns from the project neighborhood who help us recruit at least 75 youth and community volunteers. Interns help lead all aspects of the project planning and playground construction.

Design + Grassroots Planning -- KaBOOM! and Interns facilitate a Design Day where kids, parents and community members help design their dream playground and sign on to help lead a grassroots campaign that includes researching play deserts, holding community focus groups, raising local matching funds, and rallying their peers and community to join them in making a difference on build day.

Play Space Creation-- 200 or more volunteers from the community and from our Funding Partner then come together with KaBOOM! to lead the installation of a playground in a single day. It’s a high energy, high profile day of service that transforms a neighborhood for the next generation.

Systems Change- Through presentations to decision making boards across the city, the youth will propose youth led solutions to citywide issues. With the youth at the helm, Baltimore will be able to focus on designing a kid friendly city—for the kids, by the kids.
Park Programming
Play and Sidewalks and Crosswalks
Play at Intersections and Traffic Circles
Play Streets
Play Streets
Play in Transportation
Parklets
Parklets