HELPING BUSY FAMILIES CAPITALIZE ON KEY DEVELOPMENTAL BENEFITS FOR THEIR CHILDREN

Presented by Anna Yudina, Director of Marketing Initiatives

www.TheGeniusofPlay.org
#GeniusofPlay
WHAT’S THE GENIUS OF PLAY?

https://www.youtube.com/watch?v=WYZk_4Tgft8
A movement to **raise awareness** of play’s developmental benefits and encourage families to play more.
Why Do We Need a Play Movement in the United States?

- Today’s kids play 8 hours less per week than the kids two decades ago.
- 30% of US students have no recess in school.
  - Lower academic performance
  - Higher incidence of behavioral problems
- Pre-school is the new kindergarten.
- Test scores have taken the place of true learning.
- Overly structured schedules leave no time for play.
- Kids spend approximately 7 hours a day in front of a screen.
- Higher levels of stress among children.
- Higher levels of obesity.
- Less mental agility.
- Lower ability to cope.
- Missing opportunities to learn how to share and be a team player.
Who Is Our Audience?

- Parents with children 0-12
- Grandparents and other caretakers
- Educators
- Influencers (media, experts, researchers & policy makers)
"Attitudes to Play" Study

- Parents view play as essential, but not always a priority or top of mind.
- Want to play more but struggle with constant lack of time, need ideas and easy access to them.

Co-play sessions last an average of 49.5 minutes

<table>
<thead>
<tr>
<th>What stops you from playing with your child?</th>
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<tbody>
<tr>
<td>I am busy taking care of other things</td>
<td>29%</td>
</tr>
<tr>
<td>Nothing stops me</td>
<td>27%</td>
</tr>
<tr>
<td>I am tired</td>
<td>13%</td>
</tr>
<tr>
<td>I am unsure what to do</td>
<td>2%</td>
</tr>
<tr>
<td>I find it boring</td>
<td>2%</td>
</tr>
<tr>
<td>I feel uncomfortable</td>
<td>1%</td>
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</tbody>
</table>
The majority agree play is essential and has many benefits.
However, parents believe that teaching their child a set of values and helping with schoolwork is more important.

What is the most important aspect of raising your child?

- Teaching my child a set of values: 43%
- Helping my child with schoolwork: 27%
- Playing with my child: 12%
- Making a daily routine: 11%
- Rules: 4%

...is a good way for me to bond with my child: 93%
...is essential: 92%
...increases my child’s creativity: 90%
...helps my child learn social skills: 88%
Parents who list “play” as the most important aspect of child rearing engage in longer play sessions.

47.2 minutes

Parents who view teaching values as the most important part of child rearing

59.5 minutes

Parents who view play as the most important part of child rearing
EXPERT INTERVIEWS & RESEARCH

Interviewed 12 play influencers:
- Inventors
- Experts (from MIT, BC and Columbia)
- Childhood researchers
- Other leaders in the space

Tapped consumer articles, blogs, videos, scholarly articles, industry journals, book excerpts, meta summaries and TED Talks to understand what people were saying about play.
Children need a “balanced diet of play”
When play happens, significant neurological changes occur — creating new pathways within the brain.
Play is profound in sometimes unexpected ways.
Toys may evolve over time, but the basics remain the same and transcend culture and geographic boundaries.
Recess time is important in many ways.
The absence of play may lead to the inability to properly cope with pain, fear, anxiety, to cooperate with others or to have a general lack of confidence.
Screen time is generally understood as not being play.
THREE PILLARS OF THE PROGRAM

• Expert-backed content & resources
  Website packed with expert advice, play ideas, and other ready-to-use tools for parents and teachers

• Integrated communications
  Social media, PSAs, public relations and other tactics to spread the word to millions of parents and caregivers

• Strategic partnerships
  Support from influencers, experts, and like-minded organizations to complement and amplify the message
NOVEMBER 2014: THE GENIUS OF PLAY IS BORN

- Landing page: TheGeniusofPlay.org
- “Well Played” video
- Infographic and video stills for social media
BRINGING THE GENIUS TO LIFE

• A series of nine videos of about 30 seconds each
• Each video features kids in everyday play scenes
• Animated with a cast of adorable kid characters
• Ambient sound design uses real kids’ voices and sounds
CALLING OUT DEVELOPMENTAL SKILLS

- Quick decision making
- Classification
- Depth perception
- Self-expression
- Helping others
- Object permanence
- Role play
- Creating an opportunity
LET’S WATCH THE GENIUS IN ACTION!

https://www.youtube.com/watch?v=dSQzomO6rSs
PLEDGE TO PLAY

Call to action: let your kids play at least 60 minutes daily.

Hours Pledged: Over 5 million – 5X the goal!

OUR PROGRESS

YOUR PLEDGE MATTERS

Good news – we've received over 1,000,000 pledged hours of play so far! To celebrate this milestone, we'll be donating $10,000 worth of brand new toys to children in need. Let's keep the momentum going to bring more play to children everywhere!
TheGeniusofPlay.org

- Website about play featuring a variety of resources from expert advice and infographics to videos and a Community hub.

- Hundreds of sortable play ideas, downloadable activity sheets and similar resources provide easy, hands-on tools to parents.

- All information and resources are now also available in Spanish!
Expert Advice

Experts agree that play has a profound impact on childhood learning. Every so often, we’ll have articles, useful tips, sound advice, and the latest research from leaders in the field on children and education.

Meredith Sinclair
Genius Ambassador
Learn more about The Genius of Play’s ambassador and her thoughts on the importance of play in children’s lives.

Dr. Erik Fisher aka Dr. E...
Genius Expert
Dr. E has been changing the lives of children, teens and adults for two decades by encouraging self-empowerment through play.

Dr. Amanda Gummer
Genius Expert
She has been helping children and families for over 20 years, and is considered the go-to expert on child development, play and parenting.

Nancy Schulte
Head of the Early Learning Center at Avenues: The World School
WHERE THERE’S PLAY, THERE’S LEARNING

Yasemin Kuntar
Play Expert & Futurist
RAISING CREATIVE & PLAYFUL THINKERS

Talita Flippavili
LCSW, CHHC, CPT
THE IMPORTANCE OF GIVING KIDS A BALANCE OF PLAY

Debora B. Wisnioski, PhD
Professor
THE BENEFITS OF PLAY-BASED PRESCHOOLS

Anastasia Szewczyk Rostaa
PhD, Licensed Psychologist
THE POWER OF PRACTICE THROUGH PLAY

C. Ross Flett
Manager of Programs, Institute of Play
THE BEST WAY TO ENGAGE STUDENTS TODAY? INTRODUCE PLAY-BASED LEARNING INTO YOUR SCHOOL
For Teachers

Welcome to The Genius of Play! With a jam-packed schedule and a demanding curriculum, we know just how hard it is to squeeze PLAY into the school day. Don’t worry – we’ve got you covered with six downloadable, hands-on, play inspired activities that align perfectly with the STEAM curriculum.

Classroom Poster

Click the link below to request your full poster via email and show your school why it’s more than play!

Request Your Poster Now!

TO TEACHERS
Welcome letter from the Genius of Play

TELL A PUZZLING STORY
Improve Cognitive Abilities
Focus Skills: Storytelling, Speaking, Imagination

REVERSE STORYBOOK CHARADES
Hone Communication Skills
Focus Skills: Storytelling, Inference

TURN YOUR CLASSROOM INTO A PLANETARIUM
Increase Creativity
Focus Skills: Astronomy, Research, Observation
Integrated Communications

- Disseminate the message across multiple platforms: paid and organic social media, digital advertising, YouTube, Public Service Announcements on TV, public relations, influencers, events, and email.
SOCIAL MEDIA = SUCCESS

• Since 2015, The Genius of Play has reached over 30M parents in the United States on social media.
• Our content is seen an average of 1.5M+ times per month
• We have over 100K fans and followers across various platforms!
Promotions Drive Engagement

• The Personality of Play sweepstakes had over 20,000 visits and over 4,000 unique entrants
• Overall, over 100,000 people participated in various fun promotions that helped them make the connection between play and developmental benefits
ONLINE VIDEO

• “Dear Parents” delivers positive, inspirational and highly engaging messages to parents... from kids!

• “Play Talk” series sparked heated discussions on social media around several important play issues

https://www.youtube.com/watch?v=-4kgJSypoCl&list=PLdFCfuugLlMKubeaKHjy8UwFDrWL6Asy&index=3

https://www.youtube.com/watch?v=o0KWyTC2r_c&list=PLdFCfuugLlMAMBj_HvOd7ve0yeoSSJfE&index=1
USING PSAS FOR WIDER REACH

• The Genius of Play public service announcements ran in top TV markets in the US and on CNN’s airport network, generating over 200 million impressions and over $4 million in media value.

https://www.youtube.com/watch?v=4wpxtw9GFbs
PUBLIC RELATIONS

• “The State of Play in America” expert panel report garnered close to 40 million organic impressions and was featured in Huffington Post
• The Genius of Play experts promoted the value of play on TV, in podcasts and written publications, and at conferences
EVENTS

• Spreading the word at various live events: expert panels, congressional briefing at the Capitol Hill, community play days, educator and influencer conferences
PARTNERSHIPS TO AMPLIFY THE MESSAGE

• Play and child development experts, influencers among parents and educators, and lots of like-minded organizations
The Genius of Play Reach

Cumulative Impressions: 1.4 billion

Cumulative Engagements: 17.2 million
LET’S PLAY TOGETHER!

Join the Conversation
Follow us to engage with other play lovers, get expert tips and play ideas, enter sweepstakes and much more!

#GENIUSOfPLAY

Questions? Ideas? Suggestions?
ayudina@toyassociation.org
646-520-4859