Play Every Day

This initiative aims to shift parent and caregiver perceptions about the educational value of play, encouraging play that contributes to children’s early development and learning outcomes. Our goal is to motivate and equip caregivers to support children’s engagement in meaningful learning through play.

Strategy

NEEDS ASSESSMENT: To better understand how parents and caregivers currently perceive play, and what some of the barriers are to play with their children.

FORMATIVE RESEARCH: Iterative content development through play workshops. The project considers existing perceptions and barriers to play and responds by providing families with strategies to integrate rich play experiences into their daily lives.

EVALUATION: To understand whether parents increase knowledge about the benefits of play, spend more time playing with their children and demonstrate higher quality of interactions.

INTERVENTION: Content will draw from learnings from the formative research.

Impact by end of 2018:

Partner: SÉSAMO

2,500 families

12 play workshops