



PLAYWORKS



FALL 2010 • www.playworks.org

Playworks Goes Back to School with Biggest Launch Ever!

It's a big year for Playworks all around the country. Playworks has kicked off the 2010-2011 school year with its most ambitious launch ever. We've also launched several partnerships that will allow us to make a broader and more meaningful impact where we play. Here are some highlights:

Playworks **Baltimore** is putting the play back on playgrounds for more than 10,000 Baltimore City students in 25 schools in 2010-2011.

Playworks **Metro Boston** is starting the year with a new lead sponsor, the New Balance Foundation, partnering to provide daily opportunities for play to 10,000 kids in 27 low-income schools across Boston, Cambridge and Revere.

In **Denver**, Playworks has momentum. Our seven schools are off to the races and we have many others waiting in the wings. We hope to add three more schools that have already expressed interest in bringing our program to their school before the end of the year.

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250

number of 2010-2011
Playworks partner
schools

15

number of cities
served by Playworks

106,000

number of students
who play every day in
Playworks' schools

3,000

number of adults
projected to be trained
by Playworks training
in 2011





Hundreds Play On in New York

Play On 2010 in New York in October brought together an unparalleled line-up of the country's top experts and organizations in the field of play. With nearly three dozen breakout and keynote sessions, the conference brought diverse views on education, equity, physical activity and the state of play from those most involved in making the best of it.

"We have to change the social environment in order to change the physical environment."

Toni Yancey, MD, MPH

Professor, UCLA School of Public Health,
Co-director UCLA Kaiser Permanente Center for Health Equity

"Those teachers who make things fun, who teach in a playful manner are the most successful."

David Elkind, PhD

Professor Emeritus of Child Development, Tufts University

"What the playworkers in England say about play is that you can't define it. It's too big. It's like love. It's really hard to nail down into a definition. But you can describe it. It's a set of behaviors that are freely chosen, personally directed, and intrinsically motivated."

Joan Almon

Executive Director, Alliance for Childhood

"Let's show them that a playing child is a successful child."

Roger Hart

Director, Center for Human Environments,
Co-director, Children's Environments Research Group, CUNY

"The biggest conflict to doing what we can for kids is the limits of our own imagination."

Pedro Noguera, PhD

Professor of Education, New York University



Playworks Goes Back to School *(continued from page 1)*

Playworks **Detroit** is beginning its inaugural year in 16 Detroit Public Schools. This is the biggest new city launch in Playworks' history with more than 10,000 students learning the benefits of healthy play every day.

Seven of the 12 elementary schools that saw a jump of 50 points or more in standardized test scores were Playworks **East Bay** schools. In addition, two of the three schools that successfully emerged from Program Improvement plans were Playworks schools.

Playworks **Los Angeles**' second year has started off with a bang, rescuing recess and energizing education for more than 7,000 students in 13 schools across the greater Los Angeles area.

Playworks **Houston** launches our rookie year serving six schools in the Houston metro area. One of our principals there surveyed the staff about Playworks' positive impact and will present results at the next district meeting.

Playworks **New Orleans** has "kicked it up a notch" by adding two new schools this year, the highest number of schools for the office year to date.

Playworks **Newark** is partnering with the City of Newark in conjunction with the *Let's Move* campaign, to offer "play nights" in several community centers throughout the city. The goal is to encourage children throughout Newark to live healthy, physical lifestyles where they experience play.

Eight of the nine Recess Roll-Out schools signed on to launch Playworks in **Philadelphia** this fall, and five more joined them for a total of 13 schools our debut year. Local support is coming in quickly, including \$30,000 from the Eagles.

In **Portland**, all nine 2009-2010 Playworks schools returned this year, along with five additional schools. Portland now brings the power of play to more than 5,500 students every day.

In addition to serving 7,000 students daily, Playworks **San Francisco** is training Salesforce.com to be a leader in corporate recesses by sending 30 community action teams and more than 600 employees to be trained as recess coaches.

Playworks **Silicon Valley** expanded from 24 schools to 32. The region now serves 17,000 students in eight school districts in six Silicon Valley cities every day.

Playworks launched our **Twin Cities** program in 2010. With a team of eight staff serving five schools this first year, Playworks is reaching more than 1,600 children in some of Minnesota's most culturally diverse neighborhoods. In December, founder Jill Vialet will be speaking to Minnesota business and community leaders at the Walker Art Center about the interplay between entrepreneurship and social change.

Playworks in **Washington, D.C.** has expanded this year to provide our brand of fun, inclusive, healthy play to more than 5,000 kids at 18 low-income D.C. elementary schools every school day. Playworks Washington, D.C. just received a \$30,000 grant from The Morris & Gwendolyn Cafritz Foundation.



Stanford Research Study Released

The first in a series of research studies on the impact of Playworks has been released by Stanford University's John W. Gardner Center for Youth and their Communities. The year-long study, headed by Rebecca London and Milbrey McLaughlin, examined the ways that Playworks changes play and physical activity opportunities at school and reported the faculty views on the program's effects on student and school climate.

Among the highlights, 75 percent or more respondents reported improvement in recess organization, students' abilities to start and sustain games without adults; recess conflict, girls engagement in games and activities at recess and students' physical activity at recess. In addition, at least three out of four respondents said they've seen students feel more emotionally and physically safe at school. The full report will be available in late December.

PLAYWORKS' STARS IN THE FIELD

Playworks is proud to introduce the individuals responsible for keeping our program moving and growing in the cities we serve. Here are the newest executive directors.



Andrea Wooley

Andrea Wooley joins Playworks as Denver executive director. Prior to coming on board, she served as executive director of the Parkinson Association of the Rockies. Andrea loves hockey, plays and coaches kickball, is a marathon runner, and took first place honors in the 2009 Colorado Salsa State Open.

In Detroit, **Jeannine Gant** takes the reins as Playworks launches its largest ever city debut. Jeannine has spent most of her 20 year career raising money for disadvantaged children and families in metro Detroit, where she's found that fundraising is not so much about the money you raise, but how many individual lives you will change.



Jeannine Gant

A two-time Olympian in the sport of rowing, **Alison Townley** heads up Playworks East Bay operations, bringing 15 plus years experience working on internationally recognized brands like L'Oreal, Chevron, and MasterCard. She will be helping companies see how a partnership with Playworks is good for kids, the community and business.



Alison Townley

A native Texan, **Debbie Ortiz** heads up our Houston operations. Debbie began her nonprofit experience with the Girl Scouts. She then served as CEO of Big Brother Big Sisters (BBBS) in Houston - where she grew the program to serve over 2,000 children in 12 counties — before joining BBBS of America.



Debbie Ortiz



Marjorie Nightingale

Marjorie Nightingale brings to Playworks a long and deep history for helping kids in need, spending more than 14 years as a child welfare attorney in Baltimore before moving into nonprofit management. She joins the Philadelphia team from Dress for Success, where she led a team that helped more than 4,000 women transfer from welfare to work.

Playworks Twin Cities is headed by **Tom Evers**, who joins us after spending ten years with The Trust for Public Land where he helped create places for people to play, explore, and enjoy the great outdoors. Tom has also served as a state park ranger and youth crew leader with the Vermont Youth Conservation Corps.



Tom Evers

Paul Zimmerman joined the Washington, D.C. team as executive director last spring. A former lawyer, Paul has held senior in-house counsel positions at The Nature Conservancy, the U.S. Department of Justice, and the Peace Corps. He founded and directed a nonprofit organization that supports law students working in public interest law.



Paul Zimmerman

Triangle Tag



Group Size: 4-80

Age Group: 2nd-5th grades

Length of Activity: 5 minutes

Developmental Goal: To develop strategic thinking and verbal communication

Skills Practiced: Evasion, teamwork and safe tagging.

Equipment Needed: None

Set-Up: Designate a clear playing area

Before You Start:

- Divide students into groups of four with three of the four holding hands in a circle.
- Help players choose one of the three players holding hands to be the “runner”, the person to be tagged.
- Demonstrate safe tagging.
- Light touch, like butterfly wings, on the shoulder.
- Unsafe tags: hard contact that might cause the person being tagged to fall.

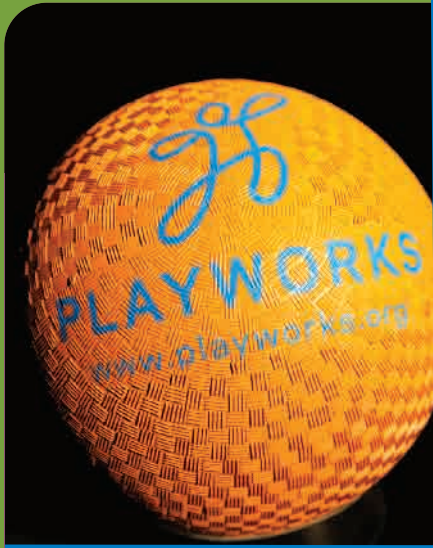
How to Play:

- The player outside the circle is the “tagger”, trying to tag the runner.
- The other two players holding hands in the circle will help to protect the designated runner by moving the circle in different directions.
- The tagger cannot go inside the circle and s/he cannot lean on the arms of the people holding hands. Once the tagger has tagged the runner, the positions change.
- Keep an eye on the play and make sure groups are changing positions.

Variation:

- *Tornado Tag:* Have the two players who are protecting the runner keep their eyes closed.





Save the Date

If you had a great time at last year's events, there's even more fun ahead in 2011! Plan on joining us for Playworks 3rd Annual **Get in the Game** gala celebration dinner on April 9, 2011 in San Francisco.

Sign up at www.playworks.org to learn more!

Thank You, 24 Hour Fitness

Playworks thanks the 39,270+ members of 24 Hour Fitness clubs who stepped, ran, pumped and jumped in to help thousands of children play at school. These members raised more than \$77,000 during a special three week *Help Save Play* promotion at clubs around the country. This level of playing it forward and participation is overwhelming, and shows that others share our commitment. High fives to you!

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Keep track of Playworks online. You can "like" us on Facebook and follow us @playworksusa on Twitter. Just go to www.playworks.org and click the *Check Us Out* button to go directly to our social media sites.

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