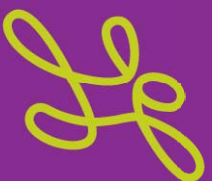


**OCT 12 & 13**  
COLUMBIA UNIVERSITY



**PLAY ON 2010**  
LEARN. PLAY. LEAD

# FLOOR MAPS

## FIRST FLOOR



**Lerner Hall: 1st Floor**

<p><b>EAST</b></p> <ul style="list-style-type: none"> <li>Green Room</li> <li>Party Space</li> <li>Student Kitchen</li> </ul>	<p><b>WEST</b></p> <ul style="list-style-type: none"> <li>Coat Check</li> <li>Columbia University Bookstore Entrance</li> <li>Lobby</li> <li>Roone Arledge Auditorium</li> </ul>
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## SECOND FLOOR

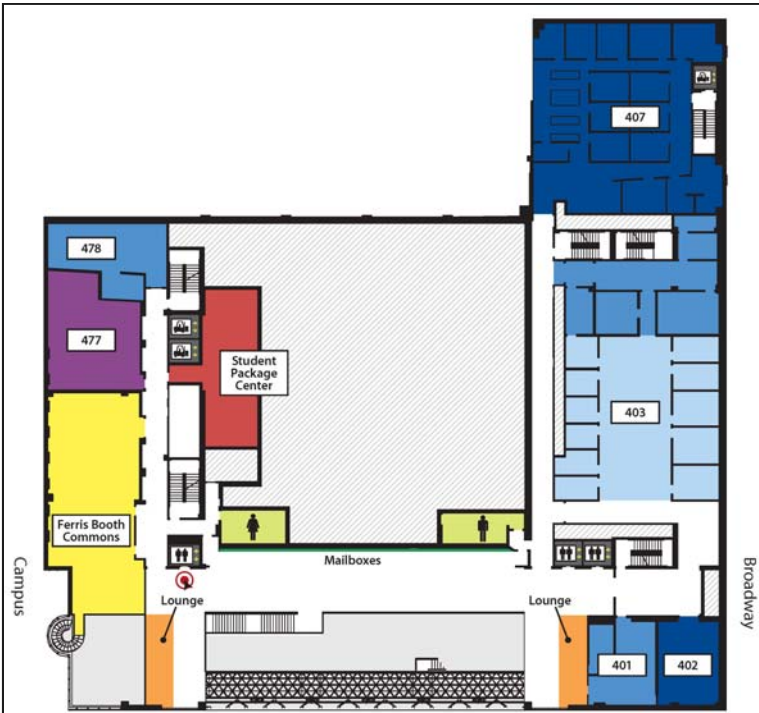


**Lerner Hall: 2nd Floor**

<p><b>EAST</b></p> <ul style="list-style-type: none"> <li>ATM/ Banking Center</li> <li>Computer Lab</li> <li>Café 212</li> <li>Café East</li> <li>Ramp Lounge East</li> <li>Reception</li> <li>Ticket Information Center (TIC)</li> </ul>	<p><b>WEST</b></p> <ul style="list-style-type: none"> <li>Broadway Room</li> <li>Piano Lounge</li> <li>Ramp Lounge West</li> <li>Roone Arledge Cinema</li> <li>WKCR</li> </ul>
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# FLOOR MAPS

## FOURTH FLOOR



### Lerner Hall: 4th Floor

#### EAST

- 477 Multipurpose Room
- 478 UEM Technical Services
- Ferris Booth Commons
- Lounge
- Student Package Center

#### WEST

- 401 Office of Multicultural Affairs
- 402 CC/SEAS Student Affairs Conference Room
- 403 CC/SEAS Center for Student Advising
- 407 CC/SEAS Center for Student Advising Lounge

## FIFTH FLOOR



### Lerner Hall: 5th Floor

#### EAST

- 557 Theatre Dressing Room (Men's)
- 558 Theatre Dressing Room (Women's)
- 568 Meeting Room
- 569 Meeting Room
- 570 Meeting Room
- 572 Rehearsal Room
- 573 Rehearsal Room
- Black Box Theatre
- Lounge
- Satow Meeting Room

#### WEST

- 501 Meeting Room
- 502 Meeting Room
- 503 Meeting Room
- 505 Office of Student Group Advising (SGA)
- 505 Student Government Office
- 510 Student Club Resource Are
- 515 Residential Programs (RP)
- 515 Student Development and Activities
- 555 Meeting Room
- CTV Studio
- Lounge

# Program Overview

(see descriptions for more detail)



# PLAY ON 2010

LEARN. PLAY. LEAD

## TUESDAY OCTOBER 12, 2010

8:00 AM	<b>Registration Open</b>
9:00 – 10:10 AM	<b>General Session:</b> Welcome & Keynote Speakers (Roone Arledge Auditorium, 1st Fl) Jill Vialet, Nancy Barthold, Juju Chang & John Gomperts
10:10 – 10:30 AM	Break
10:30 – 12:30 PM	Power of Play: Playworks (Auditorium1 & 2, Rm 555, Satow)
12:30 —1:00 PM	Lunch (North Lobby, 1st Fl)
1:00 – 2:00 PM	Keynote Speakers (Roone Arledge Auditorium, 1st Fl) Dr. Antronette Yancey and Professor David Elkind
2:00-2:15 PM	Break
2:15– 3:30 PM	<b>Breakouts:</b> Girls in the Game: Team Up for Youth (Auditorium 2, 1st Fl) Partnering for Play: National Football League (NFL), Playworks & 24 Hour Fitness (Broadway, 2nd Fl) Full of Joy Yoga: Lani Rosen– Gallagher (Rm 477, 4th Fl) Encouraging Physical Activity in School: Alliance for a Healthier Generation (Rm 555, 5th Fl) Making Movement Meaningful for Pre-K: Playworks & National Head Start Association (Satow, 5th Fl) Transforming the Community Through Play, Beyond the Ball (Rm 568, 5th Fl) Playwork-The Art of Supporting Children's Free Play: Alliance for Childhood (Rm 569, 5th Fl)
3:30– 3:45 PM	Break
3:45 – 5:00 PM	<b>Movie Shorts</b> (Roone Arledge Cinema, 2nd Fl) <i>Elementary Cool</i> , Scott Kirschenbaum <i>Playtime Shorts</i> , Jules Oosterwegel <i>Kabul Girls Soccer Club</i> , Awista Ayub
5:00 — 6:00 PM	Cocktail Reception & Meeting w/ the Filmmakers (Party Space, 1st Fl & downstairs)
6:30— 9:30 PM	Dinner by RSVP (Faculty House) <i>*Please check in at the registration desk to confirm your attendance</i>

8:00 AM	Registration Opens
8:45 AM	Warm Up Games! (Roone Arledge Auditorium, 1st Fl)
9:00—10:15 AM	<p><b>Breakouts:</b>            Recess Design: Playworks (Auditorium 2, 1st Fl) * <i>Continues through two breakout sessions</i>            School Wellness: A Call to Leadership: Action for Healthy Kids (Broadway, 2nd Fl)            Play Matters: KaBOOM! (Rm 477, 4th Fl)            No Equipment? No Space? Bad Weather?™: The After School Corporation (Rm 555, 5th Fl)            The Value of Play and Reconnecting to the Outdoors: US Play Coalition (Satow, 5th Fl)            Crisis in the Kindergarten: Alliance for Childhood (Rm 568, 5th Fl)            Filling the Emotional Tank: Positive Coaching Alliance (Rm 569, 5th Fl)</p>
10:15– 10:30 AM	Break
10:30– 11:45 AM	<p><b>Breakouts:</b>            Recess Design <i>Cont....</i> (Auditorium 2, 1st Fl)            Using Social Media to Advance the Play Movement: KaBOOM! &amp; Playworks (Broadway, 2nd Fl)            Active Start- Developmentally Appropriate Movement Ages 0-5: N.A.S.P.E. (Rm 477, 4th Fl)            Imagination Playground: NYC Parks and The Rockwell Group (Satow, 5th Fl)            Advocating for Play: Alliance for Childhood (Rm 555, 5th Fl)            All in the Numbers: Fitness Forward and Playworks (Rm 568, 5th Fl)            Filling the Emotional Tank: Positive Coaching Alliance (Rm 569, 5th Fl) <i>*repeat session</i></p>
11:45—12:15	Lunch (North Lobby, 1st Fl)
12:15—12:45 PM	<p>Keynote Speaker (Roone Arledge Auditorium, 1st Fl)            Julie Foudy</p>
1:00—2:15 PM	<p><b>Breakouts:</b>            A Simple Guide to Presenting Games and Activities: Asphalt Green (Auditorium 2, 1st Fl)            Pass on the Power of Play: Playworks (Broadway, 2nd Fl)            Identifying Sedentary Behavior- Profiles on Youth Activity: HopeLab (Rm 477, 4th Fl)            Developing Social, Economic &amp; Community Capital through PA for Girls:            Women's Sports Foundation– GoGirlGo! (Rm 555, 5th Fl)            Building Playgrounds While Building Community: KaBOOM! (Satow, 5th Fl)            Access to Play as a Human Right: Institute for Human Centered Design (Rm 568, 5th Fl)            Child Friendly Cities and Communities: Children's Environments Research Group &amp; CUNY (Rm 569, 5th Fl)</p>
2:15—2:30 PM	Break
2:30—4:15 PM	<p>Closing Session (Roone Arledge Auditorium, 1st Fl)            Partner Panel– The State of Play Moderated by Fran Mainella            Panelists: Darrell Hammond, Antronette Yancey, Joan Almon and Roger Hart            Keynote Speaker            Pedro Noguera, "Channel the energy, don't crush it; why the opportunity to play in important"</p>
4:30 PM	<p>Field Trip! Explore Imagination Playground at Burling Slip, South Street Seaport  <i>* Ask for directions at the registration desk or fill out your play passport and win a free trip!</i></p>



## OUR FEATURED SPEAKERS

**JUJU CHANG**, *News Anchor, ABC Good Morning America*

Juju Chang is the news anchor for ABC's *Good Morning America* and an Emmy Award-winning correspondent for *20/20* and *Nightline*. She also hosts *Moms Get Real*, a digital show for ABC News NOW aimed at cracking the facade of perfect mommyhood.

**DAVID ELKIND**, *Ph.D., Professor Emeritus of Child Development, Tufts University*

Dr. David Elkind is psychologist, author, and prominent contributor to the play movement. He may be best known for his ground-breaking books *The Hurried Child* and *The Power of Play: Learning What Comes Naturally*. He has had many guest appearances including The Today Show and the Oprah Winfrey Show.

**JULIE FOUDY**, *World Cup Champion, US Olympic Soccer Medalist*

Julie Foudy has advocated for Title IX, decreasing childhood obesity, athletes' rights, and eliminating child labor. She co-founded the Julie Foudy Sports Leadership Academy, empowering women from all backgrounds to be positive leaders. Currently, she is an analyst for ABC/ESPN and the NBC Olympics.

**JOHN GOMPERTS** *Director of AmeriCorps*

John Gomperts has extensive leadership and expertise in national service, public policy, education, and a deep understanding of the critical role experienced adults play in strengthening our communities.

**PEDRO ANTONIO NOGUERA**, *Ph.D. Professor of Education, New York University*

Pedro Noguera, *Ph.D. Author and NYU Professor of Education*, has focused on urban school reform, student achievement, youth violence, and race and ethnic relations in American society. His most recent book is *The Trouble With Black Boys and Other ReFlections on Race, Equity and the Future of Public Education*. He is a frequent commentator on CNN, NPR, and other news outlets.

**JILL VIALET**, *Founder and President of Playworks*

Jill C. Vialet is the founder and president of Playworks, launching the organization in 1996 with two schools in California. Currently the organization brings play and physical activity to more than 100,000 children in 250 low-income schools in seven cities across the country.

**ANTRONETTE K. (TONI) YANCEY**, *MD, MPH Professor, Department of Health Services, UCLA School of Public Health Co-Director, UCLA Kaiser Permanente Center for Health Equity*

Dr. Antronette (Toni) Yancey is a basketball player, a former European model, poet, and spoken word artist. Her research on the prevention of chronic disease and promotion of adolescent healthcare contributes to the UCLA Kaiser Permanente Center for Health Equity. Her second book, *Instant Recess*, will be released in September 2010.

# BREAKOUT SESSION DESCRIPTIONS:

## TUES OCT 12

➔ 10:30 AM-12:30 PM      POWER OF PLAY

- **Power of Play** (Auditorium 1 & 2, Rm 555, Satow)  
Ben Stein, Bill Vanark, Bryant Hicks, Dana LoVecchio, Jeremy Lansing & Lauren Dean, Playworks

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This highly-interactive session provides a hands-on and sneakers-on-the-ground approach to introducing and implementing a physical activity program that is well-rounded, fun, and accessible to every child. Attendees will learn a variety of games, as well as review facilitation tips and strategies to work through potential challenges.

➔ 2:15 PM - 3:30 PM      BREAKOUT SESSIONS

- **Girls in the Game** (Auditorium 2, 1st Fl)  
Suzanne Sillett, Team Up for Youth

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Play and sports can be a powerful force in girls' development. Unfortunately, girls are often found on the perimeter of the field, court and school yard. In this session, we will explore how to get girls in the game in their early years and keep them hooked through adolescence and into young adulthood. This workshop is interactive and will provide participants the opportunity to learn through physical activities and coaching demonstrations.

- **Partnering for Play** (Broadway, 2nd Fl)  
Randy Drake, 24 Hour Fitness  
Jessica Sultzer, National Football League (NFL)  
Elizabeth Cushing, Playworks

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What makes a good partnership? How can partnering with a company or organization impact your strategy? What do you need to do to identify and partner with organizations that share your goals? Hear from like-minded organizations that share common goals work together to fulfill their objectives of increasing opportunities for play and physical activity for our youth.

**\*Check out these detailed descriptions of our breakout sessions! Sessions are listed in chronological order. Enjoy!**

## TUES OCT 12 CONT...

- **Full of Joy Yoga** (Rm 477, 4th Fl)  
Lani Rosen– Gallagher, Full of Joy Yoga

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This workshop is designed to provide adults with some fun, yoga-inspired tools for children that will help develop strong, flexible bodies while cultivating a lifetime of joy, peace, and wonder. The workshop will help youth workers think outside the box of what they may (or may not) already know about yoga, and show them how they can gear it to children in a way that will engage them.

- **Encouraging Physical Activity in the Schools** (Rm 555, 5th Fl)  
Michelle Owens & Davida Gurstelle, Alliance for a Healthier Generation

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This session will focus on best practices curriculae and resources for before, during and after the school day.

- **Making Movement Meaningful for Pre-K** (Satow, 5th Fl)  
Tiereny Lloyd, National Head Start Association  
Dana Lovecchio, Playworks

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This high-energy, experiential workshop supports teachers, parents, and administrators who want to get their 3-5 year olds moving in a safe, meaningful way both at school and at home. Participants will get a hands-on introduction to some of the latest best practices in Physical Activity and movement that were recently piloted by Playworks and the National Head Start Association through its Go Smart initiative.

- **Transforming the Community Through Play** (Rm 568, 5th Fl)  
Amy & Robert Castañeda, Beyond the Ball

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Play can be a powerful tool for community development, especially in neighborhoods with high rates of violence and crime. In this session we will demonstrate ways to engage community members, reclaim public space and play peacefully together. This workshop will offer frameworks and practical ideas that Beyond the Ball has developed over the past 10 years for community organizing through play.

- **Playwork- The Art of Supporting Children's Free Play** (Rm 569, 5th Fl)  
Joan Almon, Alliance for Childhood  
Abigail Erlich, Battery Park City Park Conservancy

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In England and other countries there are thousands of trained playworkers in parks and adventure playgrounds. They support children's play without dominating or directing it. They are play advocates, and they help create rich play environments, filled with some equipment and many open-ended loose parts. We will discuss the role of playworkers and how the profession is growing in the U.S., especially in New York at Imagination Playground.

## WED OCT 13

➔ 9:00 - 10:15 AM

## BREAKOUT SESSIONS

○ **Recess Design: From the Playground to the Classroom** (Auditorium 2, 1st Fl)

*Continues through two breakout sessions*

Ben Stein, Dana LoVecchio & Jeremy Lansing, Playworks

Are you ready to remove the pandemonium from the playground so that students can return to the classroom ready to learn? Learn the skills, strategies and secrets behind making recess a complete success. Join us for an experiential workshop that highlights core games, group management strategies, facilitation techniques and community building to support your recess program. This workshop is two consecutive breakout sessions (2 hours and 45 minutes long).

○ **School Wellness: A Call to Leadership** (Broadway, 2nd Fl)

Mary Haley and Sarah Titzer, Action for Healthy Kids

Want to create some new excitement for the adopted school wellness policies in your district? Want solutions for how to improve the nutrition and physical activity environment at your school? Come hear about the support and resources available at the national and state level from Action for Healthy Kids. Gain insight about the AFHK volunteer model and the research from AFHK's Progress and Promises Report describing the implementation challenges and successful solutions. Learn how the local Teams in every state can assist you in reaching various stakeholders including students and parents; and the benefits of membership/partnership.

○ **Play Matters** (Rm 477, 4th Fl)

Ben Duda, KaBOOM!

Play Matters features 12 innovative best practices, focusing on how cities have increased the time and space for play. Advocates and officials can identify effective policy and programmatic solutions, and methods for increasing the quantity, quality, and access to play in their communities – dramatically impacting community health and wellness.

○ **No Equipment? No Space? Bad Weather? 30 Minutes a Day™** (Rm 555, 5th Fl)

Raegen Truax, Melissa Shetler, & Sahar Javedani, The After School Corporation

Studies show that students in urban, low-income schools are less likely to have recess than students in other schools. In this workshop participants will learn tools to turn any environment into a safe space for children to play while learning how to transform everyday school objects into equipment that can be used for play. Students should be able to participate in 30 Minutes of physical play daily regardless of cold-weather days and space or equipment limitations. This workshop will be hands-on and high-energy and participants will leave with a packet of ideas and tools to help them transform their academic space into a space that benefits students.

○ **The Value of Play and Reconnecting to the Outdoors** (Satow, 5th Fl)

Fran Mainella, US Play Coalition

Popular media has really begun to identify the importance of outdoor play for the healthy development of America's youth. Throughout her career in the Florida State Parks Service Director and as the first ever female director of the US National Park Service, Fran P. Mainella developed a passion for the human nature connection. As the co-chair for the U.S. Play Coalition, Director Mainella has begun to assemble a partnership to make play available to people of all ages. In this presentation Director Mainella will address the importance of outdoor play in the social, emotional, physical and cognitive development of America's future generations.

- **Crisis in the Kindergarten- Why Children Need to Play in School** (Rm 568, 5th Fl)  
Joan Almon, Alliance for Childhood

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Child-initiated play and playful learning are key ingredients in effective preschool and kindergarten education. Yet they are being replaced by didactic instruction and even scripted teaching. Participants in this workshop will examine the current situation and explore strategies for change.

- **Filling the Emotional Tank** (Rm 569, 5th Fl)  
Eric Eisendrath, Positive Coaching Alliance

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All children have "emotional tanks" that help determine how well they embrace the challenges in front of them. In this session, participants will get a clear understanding of the power of the emotional tank, learn how to diagnose kids with low tanks, and get a full tool kit of specific techniques to help youth in any situation feel better about themselves and more confident of their ability to deal with their challenges.

➔ **10:30 - 11:45 AM**      BREAKOUT SESSIONS

- **Using Social Media to Advance the Play Movement** (Broadway, 2nd Fl)  
Kerala Taylor, KaBOOM!  
Beth Kimberly, Playworks

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Heard the buzz, but scared to jump on board with social media? Join us and learn how to use social media to reach our goal to provide healthy play opportunities for youth each and every day. For the inexperienced to well-versed, this workshop will share tools and tips to using social media to propel the play movement. Beginning with the meaning, value and uses of social networking, we'll use our shared knowledge to develop some key actions to further the play movement using social media.

- **Active Start- Developmentally Appropriate Movement Ages 0-5** (Rm 477, 4th Fl)  
Charlene Burgeson & Kwame Brown, National Association for Sport and Physical Education (NASPE)

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Movement is an integral part of the overall learning process. The ultimate goal of a quality program is to foster a feeling of success within each child. At this session, learn about the progression of developmentally appropriate movement experiences from birth to age five and the five premises of quality movement programs for young children. Become familiar with the many resources available at no cost through the Head Start Body Start National Center for Physical Development and Outdoor Play and hear about actions being taken to make the National Physical Activity Plan strategy to "ensure that early childhood education settings for children ages 0 to 5 years promote and facilitate physical activity" a reality.

- **Imagination Playground- Bringing loose parts back to the playground** (Satow, 5th Fl)  
Nancy Barthold, NYC Parks  
Barry Richards & Marc Hacker, The Rockwell Group

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In July of 2010 NYC Parks opened Imagination Playground at Burling Slip near the South Street Seaport Museum. Designed by David Rockwell the aim of this innovative play space is to encourage child-directed, unstructured play. Participants in this session will learn about the 5 year journey to the opening of the playground including details about the design process, loose parts pilot sites, the imagination playground in a box, and how we involved children in the project. We will also offer a field trip down to the Seaport to visit the playground.

➔ 10:30 - 11:45 AM BREAKOUT SESSIONS CONT...

- Advocating for Play** (Rm 555, 5th Fl)  
Ed Miller, Alliance for Childhood  
Sharon Unis, New York Coalition for Play

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Many of the people who make decisions about the design and management of our schools, parks, health care facilities, public housing, and other public spaces are uninformed about the central importance of play in human development. This has made it increasingly difficult for practitioners of play-based teaching and child care to do good work. Educators, health care workers, and other professionals can help reverse this situation if they are prepared to be change agents in their schools and communities. This session will focus on strategies and interventions for play advocacy, both locally and nationally, with attention to key goals, targets,

- All in the Numbers** (Rm 568, 5th Fl)  
Jason Langheier, Fitness Forward  
Elizabeth Cushing, Playworks

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At a time when childhood obesity, diabetes, and mental illness continue to impact millions of children, the need to facilitate healthier lifestyles among youth is profound. Social inequities block many children and parents from access to the opportunities, knowledge, and resources that can help them live healthier, happier lives. And what can data tell you about the impact of health, play and school climate? And how can we use this data to strengthen our most vulnerable populations?

- Filling the Emotional Tank** (Rm 569, 5th Fl) *\*repeat session*  
Eric Eisendrath, Positive Coaching Alliance

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All children have "emotional tanks" that help determine how well they embrace the challenges in front of them. In this session, participants will get a clear understanding of the power of the emotional tank, learn how to diagnose kids with low tanks, and get a full tool kit of specific techniques to help youth in any situation feel better about themselves and more confident of their ability to deal with their challenges.

➔ 1:00 - 2:15 PM BREAKOUT SESSIONS

- A Simple Guide to Presenting Games and Activities** (Auditorium 2, 1st Fl)  
Mike Truffa & Allison Pelissier, Asphalt Green

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The Asphalt Green Recess Enhancement Program (REP) gets kids active in New York City public schools by engaging staff and students in a variety of cooperative games. In this workshop you will learn how Asphalt Green Recess Specialists introduce new games and activities using a simple and clear system that allows the activity leader to adapt to students' needs. This is a hands-on workshop where you will have an opportunity to teach and learn a few of Asphalt Green's tried and true REP games that get groups of kids playing in no time. We'll explore and discuss the group dynamics of elementary-age children and offer solutions to common challenges in running group activities. Particularly useful for people who work directly with children.

- Pass on the Power of Play: Become a Play Advocate** (Broadway, 2nd Fl)  
Bill Vanark & Dana LoVecchio, Playworks

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This interactive workshop provides participants with ideas around tapping into local schools, coalitions, community centers, and local CBO's. Through experiential learning participants will explore how to message the importance of play in their communities while bringing new activities to the organizations they touch.

- **Identifying Sedentary Behavior- Profiles on Youth Activity** (Rm 477, 4th Fl)  
Ellen LaPointe, Richard Tate, & Liz Song, HopeLab
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From "busy bees" to "kids gone gaming," middle-school aged kids and their lifestyles reFlect a variety of physical activity levels. But what motivates them to be active? What keeps them from being active? HopeLab spoke with 11-15 year olds across the U.S. and identified eight distinct behavioral profiles that may help inform efforts to reach kids at risk for sedentary behavior patterns and obesity. HopeLab will share their insights with attendees.

- **Developing Social, Economic & Community Capital through Physical Activity for Girls** (Rm 555, 5th Fl)  
Cicley Gay, Candice Dixon, & Whitney Post, Women's Sports Foundation- GoGirlGo!
- 

This workshop will give participants concrete education and tools to better understand how to address the challenges involved in recruiting and retaining girls from the perspective of the girl and the coach. It will also provide and facilitate ideas for solutions to address common road-blocks. Participants will also have an opportunity to discuss challenges they face in working with their female populations.

- **Building Playgrounds While Building Community** (Satow, 5th Fl)  
Danielle Marshall, KaBOOM!
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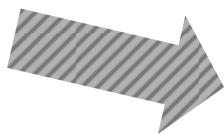
This session will discuss the evolution of KaBOOM! programming, which now allows any individual to rally their community to plan and execute a Community-build playground project using an online planner. This planner is a part of a suite of online tools and resources that empower individuals and communities to self-organize, plan and execute a number of different actions from planning Play Days to developing joint use agreements with schools, with each action designed to help increase the quantity, quality and access to opportunities for play in their communities. These tools include everything from assessing a local playspace to recognition as a Playful City USA.

- **Access to Play as a Human Right** (Rm 568, 5th Fl)  
Eli Wolff, Brown University & Institute for Human Centered Design
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Through an interactive workshop led by Eli A. Wolff, participants will examine and address the concept of access to play as a human right in theory and practice. What does it mean, what does it look like, and why does it matter? Participants will have an opportunity to work together to discuss, analyze and strategize the value of access to play as a human right in local, national and international contexts.

- **Child Friendly Cities and Communities: UNICEF** (Rm 569, 5th Fl)  
Roger Hart & Pamela Wridt, Children's Environments Research Group & CUNY
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The global "child friendly cities" is a movement that is concerned with the improvement of children's rights and well-being through improved local governance for children and the increased participation of children and civil society to help make this happen ([www.childfriendlycities.org](http://www.childfriendlycities.org)). In other western industrially advanced countries like Spain, Italy and France, where there are many CFC initiatives, children have shown clearly that access to the city for play is at the very top of their priorities for change. The adoption of the concept is at the experimental stage in the USA but, as we begin to work with children on assessing their neighborhoods, we expect to find that they have very similar concerns. This presentation is made in memory of Colin Ward, author of "The Child in The City" and "Streetworks"; a powerful advocate of children's right to the city who died early this year.



## ORGANIZATIONS

### **ACTION FOR HEALTHY KIDS**

Action for Healthy Kids is the nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment by working with schools to improve nutrition and physical activity to help our kids learn to eat right, be active every day and be ready to learn. We provide expertise, volunteers, programs and resources nationwide through a unique collaboration of more than 11,000 members – professionals, parents, educators, community volunteers, business leaders and students – in partnership with professional associations, government agencies and corporations. [www.actionforhealthykids.org](http://www.actionforhealthykids.org)

### **THE AFTER-SCHOOL CORPORATION**

The After-School Corporation works to change public policy and expand public funding so all kids from all backgrounds can have high quality experiences beyond regular school hours that support their intellectual, creative and healthy development. [www.tascorp.org](http://www.tascorp.org)

### **ALLIANCE FOR CHILDHOOD**

The Alliance for Childhood promotes policies and practices that support children's healthy development, love of learning, and joy in living. Our public education campaigns bring to light both the promise and the vulnerability of childhood. We act for the sake of the children themselves and for a more just, democratic, and ecologically responsible future. [www.allianceforchildhood.org](http://www.allianceforchildhood.org)

### **ALLIANCE FOR HEALTHIER GENERATION**

The American Heart Association and the William J. Clinton Foundation joined forces to create a healthier generation by addressing one of the nation's leading public health threats -- childhood obesity. Along with our co-leader Governor Arnold Schwarzenegger of California, the Alliance works to positively affect the places that can make a difference to a child's health: homes, schools, restaurants, doctor's offices and communities. [www.healthiergeneration.org](http://www.healthiergeneration.org)

### **AMERICA'S PROMISE**

Building on the legacy of founding chairman, General Colin Powell, we are a strong and effective partnership alliance committed to ensuring children experience the fundamental resources they need to succeed. [www.americaspromise.org](http://www.americaspromise.org)

### **ASPHALT GREEN**

Asphalt Green is a not-for-profit organization dedicated to assisting individuals of all ages and backgrounds achieve health through a lifetime of sports and fitness. [www.asphaltgreen.org](http://www.asphaltgreen.org)

### **CHILDREN'S ENVIRONMENTS RESEARCH GROUP**

The Children's Environments Research Group (CERG), links university scholarship with the development of policies, environments and programs to fulfill children's' rights and improve the quality of their lives. [web.gc.cuny.edu/che/cerg/](http://web.gc.cuny.edu/che/cerg/)

### **FITNESS FORWARD**

Fitness Forward is a 501(c)(3) non-profit organization whose mission is to Lead Youth to Live Well. Integrating scientifically grounded evidence, web-based technologies, and targeted social marketing, we aim to reverse the dangerous rise in childhood obesity, diabetes, and mental illness. We envision a day when all children, regardless of background or circumstance, will grow up with the knowledge, motivation, and tools to live healthier, happier lives. [www.fitnessforward.org/](http://www.fitnessforward.org/)

### **FULL OF JOY YOGA**

The Full of Joy yoga program is now on both coasts working with schools in the San Francisco Bay Area and in Connecticut to teach groups of children yoga in their own classroom setting. We work with the teachers and directors to build a program that is tailored to fit each school's individual needs. We are one of the only children's yoga programs that works primarily with schools in San Francisco, Marin and Connecticut. [www.fullofjoyyoga.com](http://www.fullofjoyyoga.com)

### **HOPELAB**

HopeLab is harnessing the power of technology to create fun, evidence-based interventions that promote positive health behavior in young people. Addressing the issue of childhood obesity by increased physical activity amongst tweens is one of HopeLab's primary areas of work. HopeLab's approach combines research, innovation and direct input from young people to deliver great results. [www.hopelab.org](http://www.hopelab.org)

### **IMAGINATION PLAYGROUND**

Imagination Playground is a breakthrough playspace concept conceived and designed by architect David Rockwell to encourage child-directed, unstructured free play. With a focus on loose parts, Imagination Playground offers a changing array of elements that allows children to constantly re-configure their environment and to design their own course of play. In a collaboration between the New York City Department of Parks and Recreation and Rockwell Group, the first Imagination Playground Park opened to the public in July at Burling Slip in the South Street Seaport area of New York City. [www.imaginationplayground.org/parks/](http://www.imaginationplayground.org/parks/)

### **INSTITUTE FOR HUMAN CENTERED DESIGN**

The Institute for Human Centered Design (IHCD), is committed to advancing the role of design in expanding opportunity and enhancing experience for people of all ages and abilities through excellence in design. IHCD's work balances expertise in legally required accessibility with promotion of best practices in human-centered or universal design.

### **KABOOM!**

KaBOOM! is a national non-profit dedicated to bringing play back into the lives of our children. We passionately believe that play has purpose, and we are driven to create a movement in support of this belief. [www.kaboom.org](http://www.kaboom.org)

### **NATIONAL HEAD START ASSOCIATION**

The National Head Start Association is dedicated exclusively to meeting the needs of Head Start children and their families. It represents more than 1 million children, 200,000 staff and 2,600 Head Start programs in the United States. The Association provides support for the entire Head Start community by advocating for policies that strengthen services to Head Start children and their families; by providing extensive training and professional development to Head Start staff; and by developing and disseminating research, information, and resources that enrich Head Start program delivery. [www.nhsa.org](http://www.nhsa.org)

**NATIONAL ASSOCIATION FOR SPORT AND PHYSICAL EDUCATION (NASPE)**

NASPE's mission is to enhance knowledge, improve professional practice, and increase support for high quality physical education, sport, and physical activity programs. NASPE sets the standard for best practices in quality physical education and sport. NASPE is the largest of the five national associations that make up the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). [www.aahperd.org/naspe](http://www.aahperd.org/naspe)

**PLAYWORKS**

Playworks is a national nonprofit organization that supports learning by providing safe, healthy and inclusive play and physical activity to schools at recess and throughout the entire school day. Its mission is to improve the health and well-being of children by increasing opportunities for physical activity and safe, meaningful play. Find out more at [www.playworks.org](http://www.playworks.org).

**POSITIVE COACHING ALLIANCE**

Positive Coaching Alliance (PCA) is transforming youth sports so sports can transform youth. Through partnership with more than 1,100 youth sports organizations, leagues, schools and cities nationwide, PCA has conducted 6,000-plus workshops for youth sports coaches, parents, organizational leaders and athletes. Learn more at [www.positivecoach.org](http://www.positivecoach.org).

**S&S WORLDWIDE**

S&S Worldwide is committed to help fight childhood obesity offering a wide variety of sports & physical education equipment to help get kids fit! Plus...Get FREE Shipping on orders over \$59! [www.ssww.com](http://www.ssww.com)

**NATIONAL FOOTBALL LEAGUE (NFL) AND PLAY 60**

The NFL PLAY 60 campaign is designed to tackle childhood obesity by getting kids active through in-school, afterschool and team-based programs, online child-targeted outreach on [NFLRUSH.com](http://NFLRUSH.com), and many partnerships with like-minded organizations.

**TEAM-UP FOR YOUTH**

We help create after-school sports opportunities for girls and boys that build their confidence and skills, connect them to mentors and improve their prospects in school and in life. We work with partners and experts in the youth sports, health, education and policy fields to create real access, quality and equality in the after-school sports arena. [www.teamupforyouth.org](http://www.teamupforyouth.org)

**24 HOUR FITNESS**

Throughout our 27 year history, we've held fast to our mission of helping people change their lives through fitness. 24 Hour Fitness makes clubs affordable and accessible to people of all abilities and fitness levels because we believe there is an athlete in all of us. [www.24hourfitness.com](http://www.24hourfitness.com)

### **US PLAY COALITION**

Life is made up of individuals who and organizations that recognize play as a valuable and necessary part of a healthy and productive life. We are housed within Clemson University's College of Health, Education and Human Development and express our gratitude to the university and the college for their continuing support. [www.usplaycoalition.clemson.edu](http://www.usplaycoalition.clemson.edu)

### **WOMEN'S SPORTS FOUNDATION**

The mission of the Women's Sports Foundation is to advance the lives of girls and women through sport and physical activity. The Women's Sports Foundation's GoGirlGo! works across the country to improve the health of sedentary girls and to keep girls involved in physical activity. We get girls moving not through direct service, but by supporting programs and organizations that work with girls. GoGirlGo! identifies and weaves together quality resources within each community and provides comprehensive support through education, funding, public awareness and networking.

### **ROBERT WOOD JOHNSON FOUNDATION**

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. For more than 35 years the Foundation has brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. Learn more at [www.rwjf.org](http://www.rwjf.org).

# SPECIAL THANKS TO OUR PARTNERS FOR LEADING A MOVEMENT, PLAYMAKERS WHO ARE OUT THERE PLAYING,

AND TO THOSE WHO ARE  
OPEN TO LEARNING HOW.

## PLAY ON!



PLAYWORKS



Wellness in the Schools

