



**Creating Playful Communities for Children**

# Who is Playright?

## BASIC FACTS



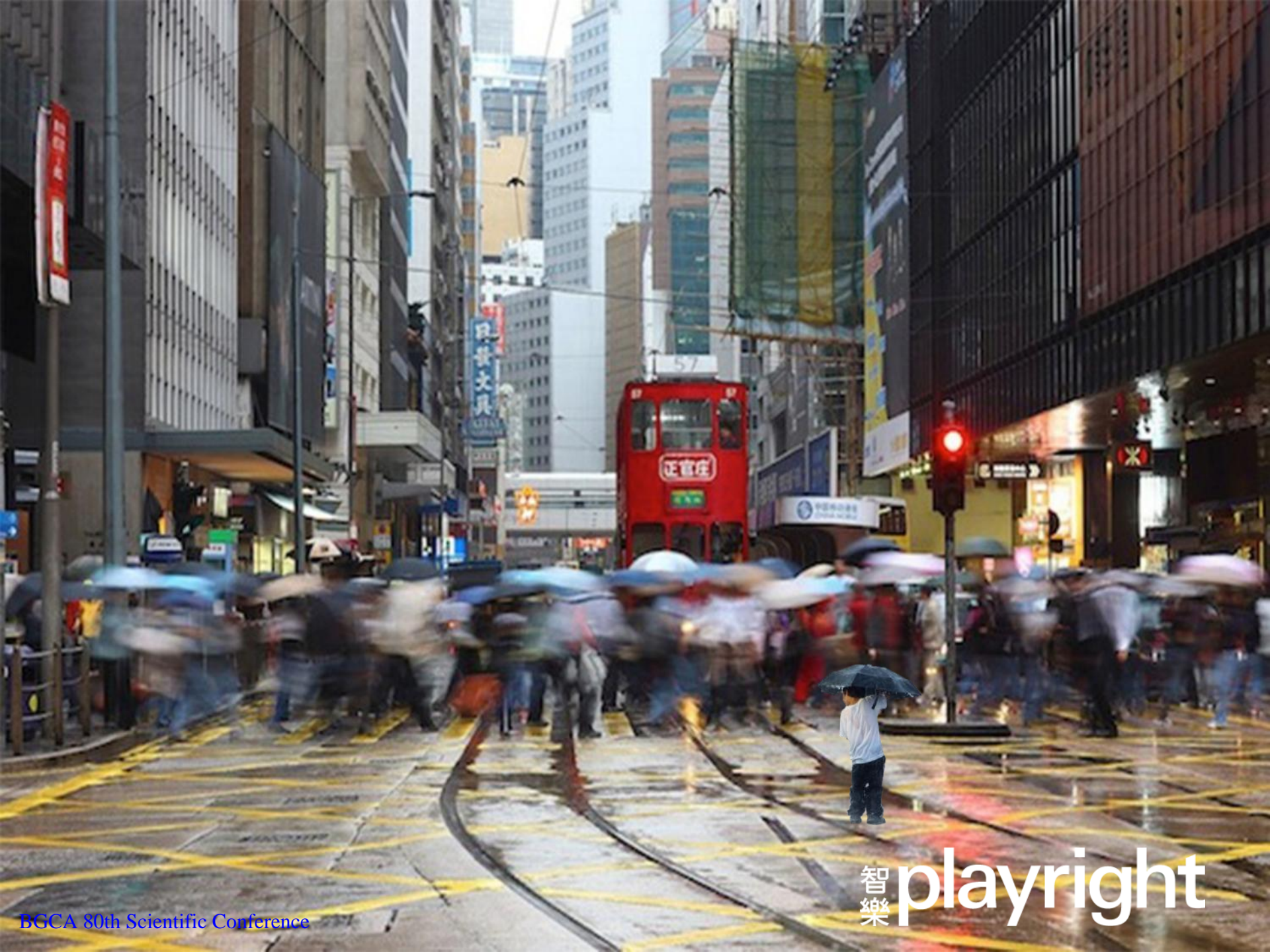
Service Beneficiaries  
300,000

Established since  
1987

**Playright  
Video**

**60 Staff  
100 Part-time**





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# Unique Positioning : Advocate Child's Right to PLAY

## **All Children are born players**

Play is an essential component of children's development ....  
....a fundamental and vital dimension of the pleasure of childhood





# Our Children are Suffering ....

Lack of

- Time
- Space
- Permission

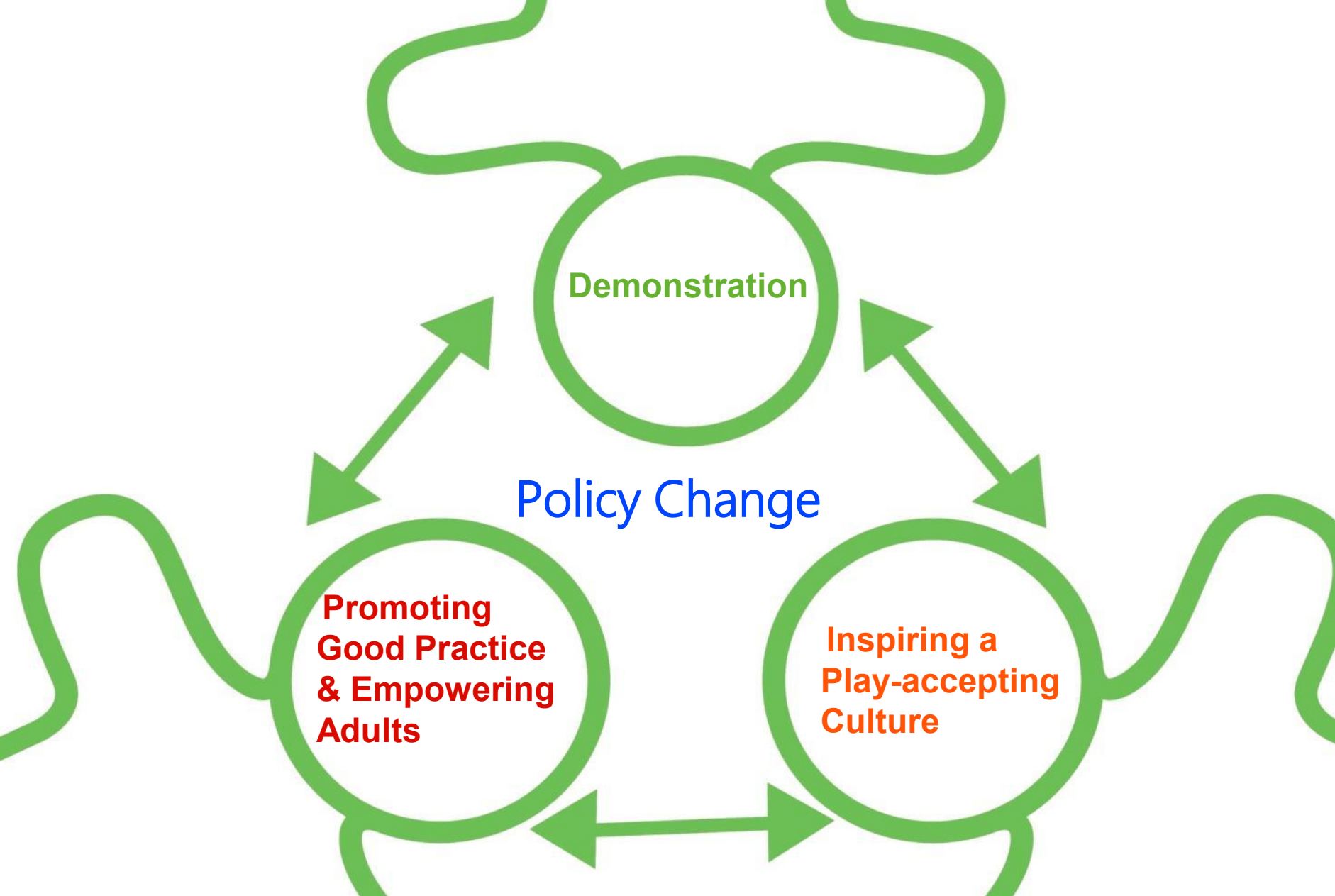


**To PLAY!**



# How to create Playful communities ,Play Accepting Culture in Hong Kong?







# Mobile Playborhood Project

2014-16



Linking the community; Building the Playborhood



# Why Playborhood?



Few decades ago, most of these memories involve playing outside with friends, not scheduled events with adults around



DIY play

Play with neighbor



Just for Fun



# Global Concern



## Screen Time

Glued to screens, don't want to go outside!

## Structured Activities

Children's schedules too tightly with structured activities and home work



# Global Concern - Parent's fear!



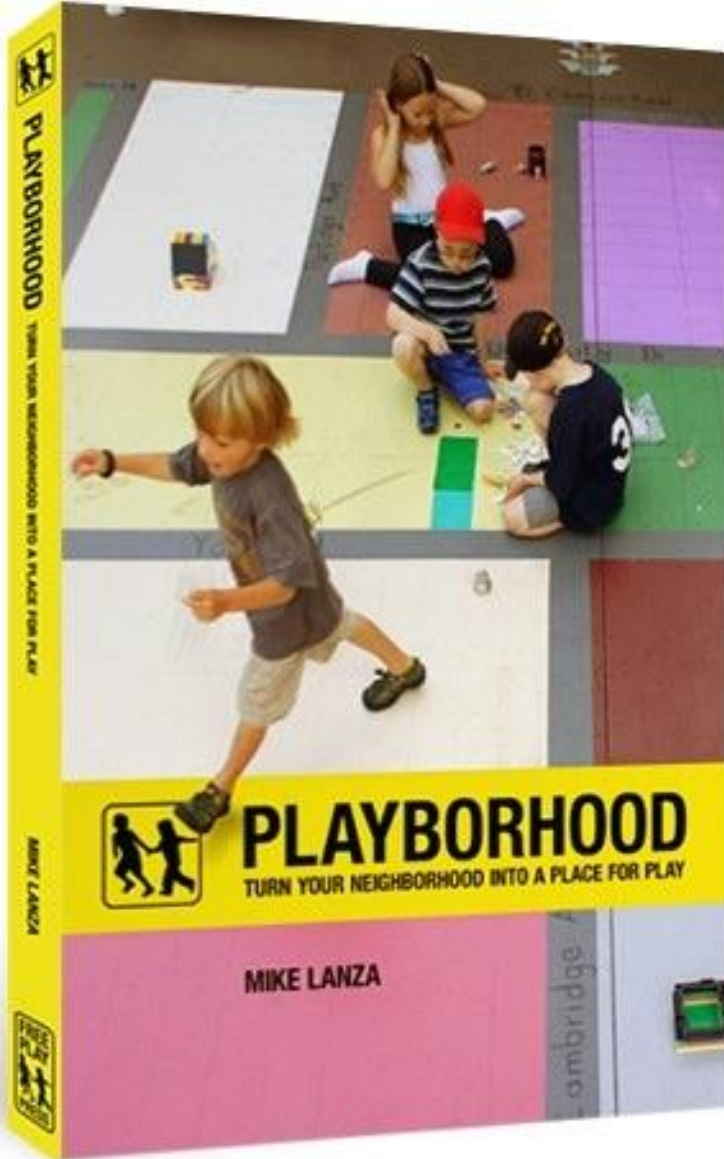
**Stay at HOME!**  
**DANGER! Not SAFE**

**Don't go OUT!**





# Global Movement



Mike Lanza, U.S.A



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## Street Play: a local project, a national campaign

The Street Play project's vision is for every child to have the freedom to regularly play actively and independently in front of or near their own front door, contributing to a healthy lifestyle.





## 領匯 智樂 鄰舍遊戲計劃2014

大家一起重建鄰舍遊戲文化，讓孩子童年更精彩

### 天水圍

遊戲日期：逢星期三及日

地點：天水圍天瑞邨天瑞商場開心廣場

### 秀茂坪

遊戲日期：逢星期二及六

地點：秀茂坪商場地下及對面空地

# Local Action

### 天水圍

遊戲日期：逢星期三及日

地點：天水圍天瑞邨天瑞商場開心廣場



### 秀茂坪

遊戲日期：逢星期二及六

地點：秀茂坪商場地下及對面空地





# Phase 1 Demonstration



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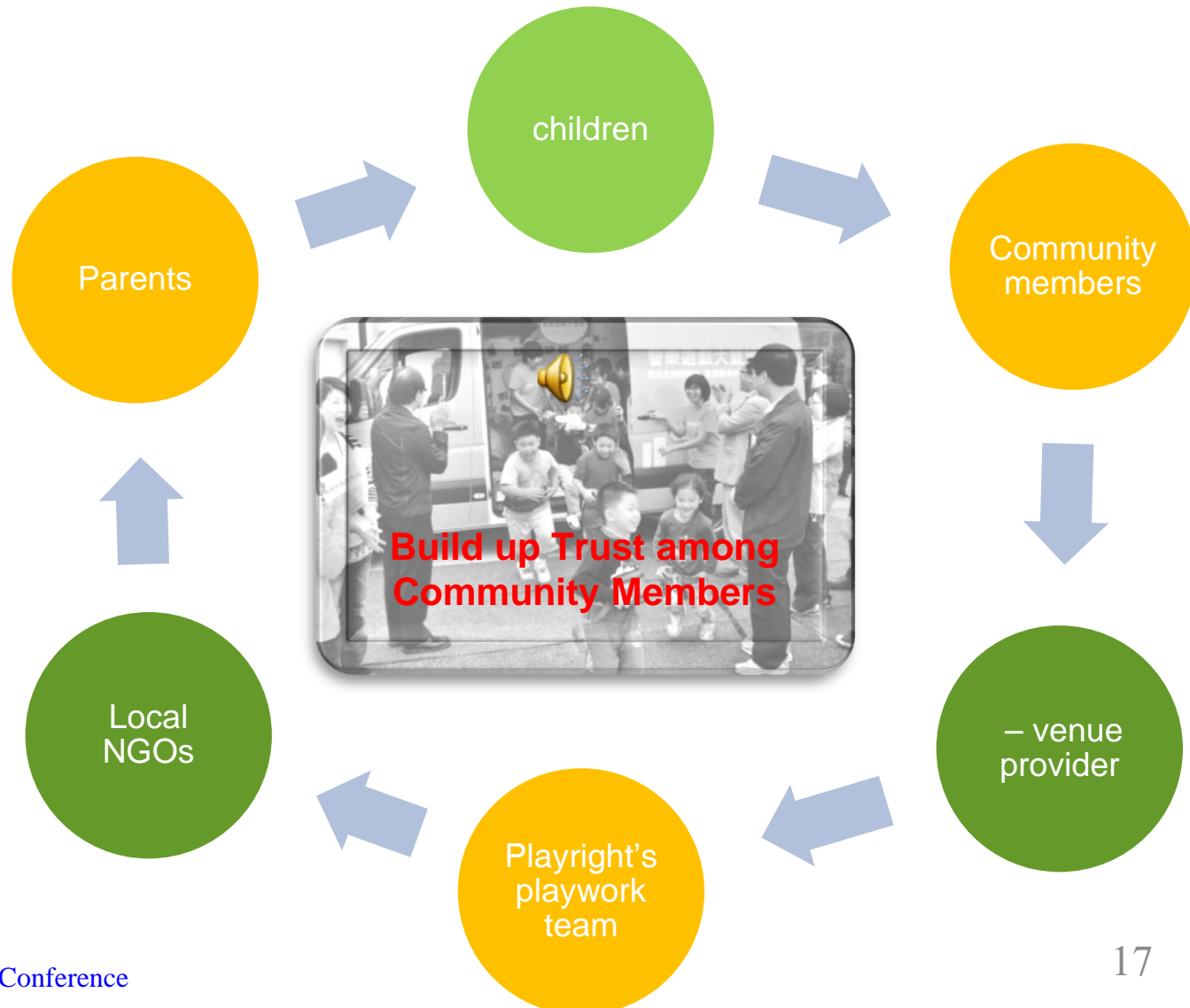
# Project since September 2013

## Playright directed to build up demonstration model





# Truck with music and play spot in front of public space: Regular session It helps to speed up the culture formation



# Children – regular participation and active involvement

- Around 40 – 50% of children are repeated users
- Different background, different races and with various abilities
- Would help to set up and clear up



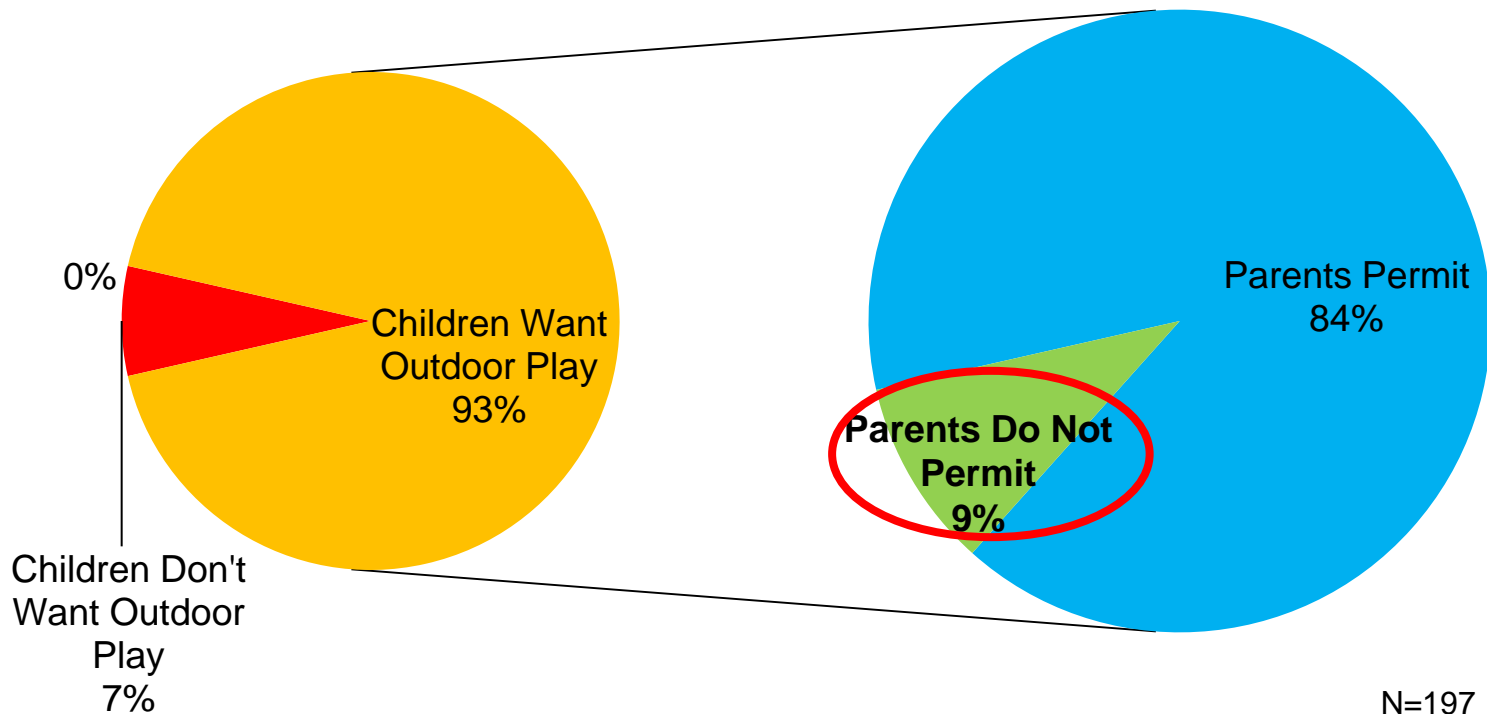


# Parent – feel safe and let children PLAY



# Higher ratio of care giver to allow their children to have outdoor play

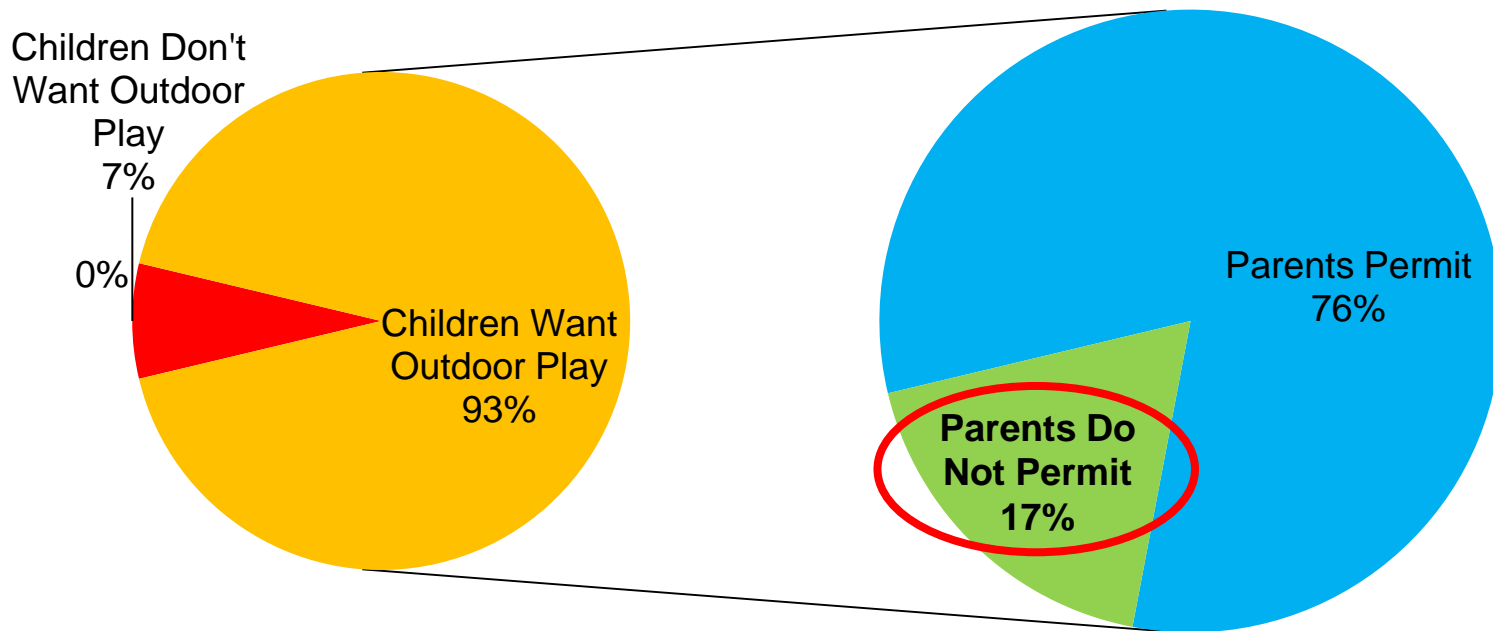
## Service Users



Q2 Q3



# Children's and Parents' Attitudes toward Outdoor Play (Q-B: Non-service Users)



Q2 Q3

# Parents' Attitudes toward Organizing Activities by Playworkers

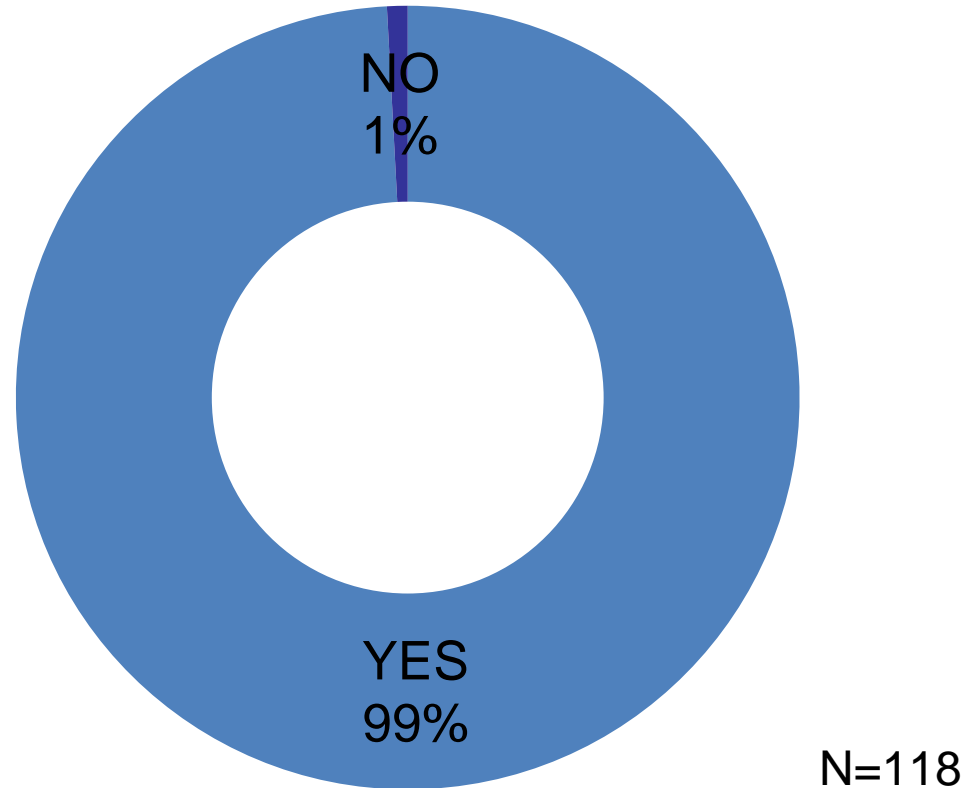
1	2	3	4	5	6	7	8	9	10	總計
2	0	2	0	23	5	17	33	7	26	115
1.7%	0.0%	1.7%	0.0%	20.0%	4.3%	14.8%	28.7%	6.1%	22.6%	100.0%
							57.4%			

Mean	Mode	Median	S.D.
7.47	8	8	2.03

Q14



# Support of Mobile Playborhood Project



Q14

## Feedback by donor and community stakeholders – increase service demand

- » We received the feedback from EMAC members and local DC regarding the Playborhood Service at H.A.N.D.S Roof Garden during Yau Oi EMAC meeting last Friday, in which they expressed that the captioned event is good and they would like to request for keeping this kind of events in HANDS to provide activity to nearby children and residents.



# Phase 2

# Empowerment

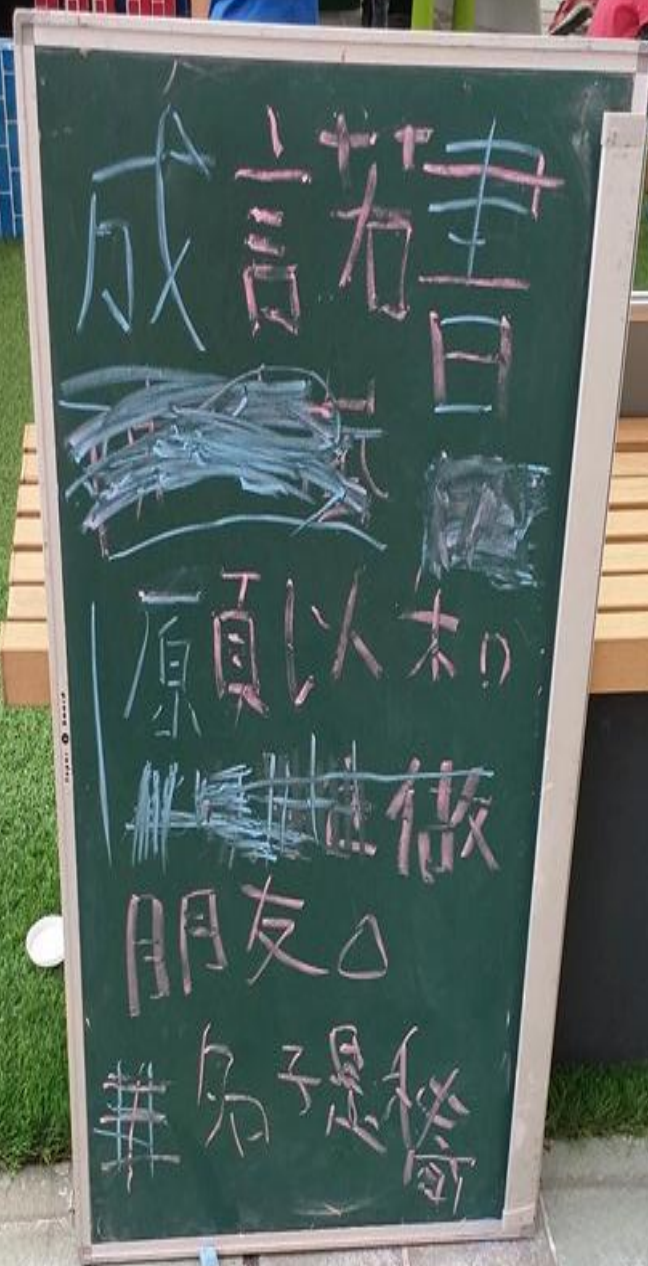


# Identify good partners NGOs, primary school or parent's group





Child-led Playground formed





# Knowledge transfer to partners thru' training and consultation





# Playright withdraw and introduce partners to different stakeholders



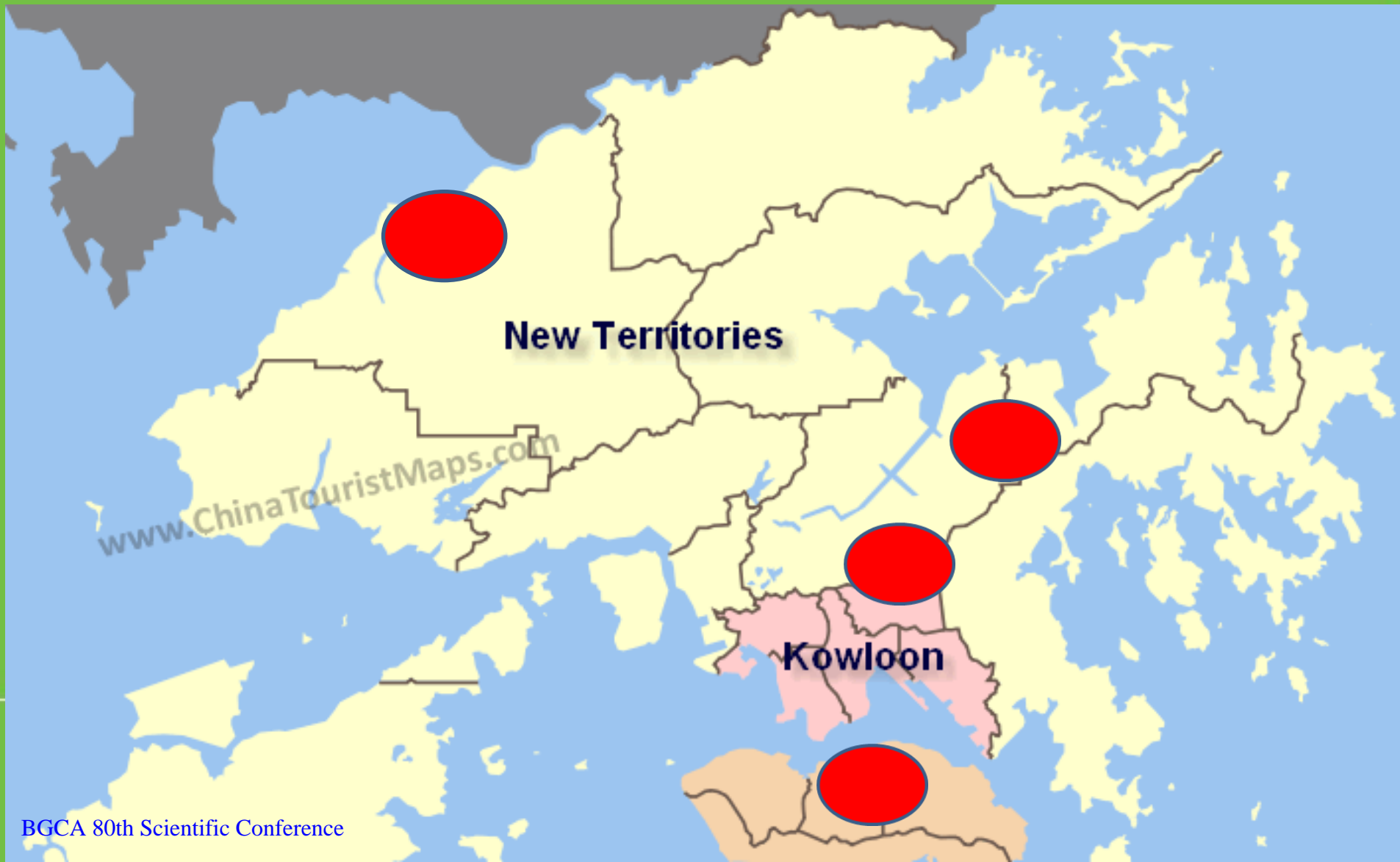


# Phase 3

# Sustainable culture change



# Spreading the Playborhood Concept to 18 Districts



# nurture the culture





# Linking the Community Building the Playborhood



Restore Play & Happy Childhood for Children

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# Video

You want to know more about child-led playground?  
Please pass me the name card and  
visit our Community Built Playground Project or Playborhood Project at  
TKO or TM

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Disneyland HONG KONG 中西區民康樂處

### 社區共建遊樂場@中西區海濱2016

讓孩子冒險  
遊戲持續變

日期：2016年11月18至20日(星期五至日)、22至27日(星期二至日)  
時間：上午時段10時至12時45分  
下午時段2時15分至5時  
地點：豐物道海濱  
對象：2至12歲的兒童及其家長、幼稚園、小學及社區團體

LET'S PLAY



智樂 playright 領展 愛·匯聚計劃 Link Together Initiatives

## 屯門區小街坊 落街玩 成習慣

小街坊自行製作玩  
意，更顯歸屬感。

不用物資也可玩得盡興，  
這就是街坊的遊戲。

在熟悉的空間中  
小朋友份外投入

