

Place-making for a Healthier Belfast: Creating Child Friendly Environments



Play Matters and the Play Shaper Programme

Angela Stallard and Alan Herron
PlayBoard NI



Overview of Presentation

1. Introduction to PlayBoard NI
2. Overview of wider Play Matters Initiative
 - Play for Parents
 - Play Modelling
 - Play Messaging Campaign
3. The Play Shaper Programme
4. Questions & Close

Who are PlayBoard?

- Lead organisation for children's play in NI - established in 1985
- Deliver play programmes in a range of settings including schools, councils and communities
- Promote and advocate play as a means of developing physical, mental and emotional health
- Provide expertise and guidance to the Regional and Local government
- UK/International influence through 4 Nations play policy group and International Play Association
- Our Vision is of 'A society where the right to play is realised.'



Play Matters: Key Strands



Focused on delivery of training and support on play to health and social care professionals and parents



Regional Play Messaging Campaign promoting key messages on tv, billboards and social media



Direct work with professionals at Community Planning level to enhance understanding and consideration of play

Play for Professionals

- Seminar/Workshops aimed at those working directly with parents and families
 - ⑩ Health Visitors
 - ⑩ Social Workers
 - ⑩ Family Support Workers
 - ⑩ Allied health professionals,
 - ⑩ Community/Voluntary Sector

Play for Parents

- Focused sessions aimed at Parents:
 - ⑩ Parents in prison (pilot)
 - ⑩ Families in social care system
 - ⑩ Parents of children with a disability
 - ⑩ Families experiencing domestic violence
 - ⑩ Young fathers/teenage mothers

Play Modelling

- Play Modelling Sessions for parents engaged within the programme
- Play Sessions delivered in within community/ community of interest area

The Reach

TARGET DELIVERY

560



ACTUAL DELIVERY

1080



POST PROJECT DELIVERY

96



Play Messaging

Play Matters
These moments that shape their future

advice at
[/play-matters](http://play-matters)

Department of
Education
www.education-ni.gov.uk

Play Matters
Early Intervention
Transformation Programme

The
ATLANTIC
Philanthropies

- Delivered over the 11 Community planning Areas and to Government Departments
- 4 Seminar programme which aims to:
 - Support those who plan, design, build and manage public spaces to better understand the importance of play
 - Explore the role of professionals in enabling/restricting play in communities and the public realm
 - Support the development of effective partnership working for play at Council level





PLAYSHAPER



Play Shaper Key Outcomes

Improved understanding on the importance of play



Recognition of play within emerging strategies and policies



Increased recognition of Right to Play within Community Planning Process



Increased understanding of the Risk/Benefit approach



Improved play opportunities at local level







[Play Shaper Video](#)

Belfast City

Action plan agreed to include ongoing roll-out of PS to maintain momentum

Identification of play champions within organisations and across community sector

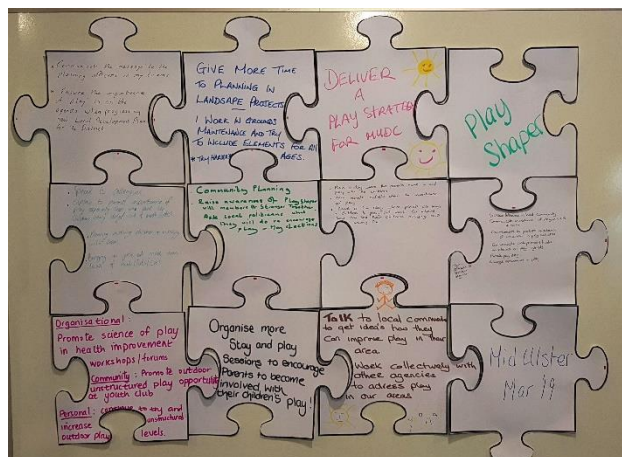
Engagement with planners to agree a strategy for influencing play provision within housing developments

Review existing resource allocations to consider how cross-organisational resource sharing can enhance Play

Enhance awareness of the importance of play for children and young peoples development and in building community cohesion



“Play Shaper training has helped us to better understand the value of play. We are excited at how play can assist us to increase education and reduce many social issue’s by reducing barriers to play.”



“Play Shaper has been critical in changing perceptions of the importance of play amongst wider stakeholders and its role in addressing many of the issues we are facing as a collective community planning group.”

- Continued Council engagement
- Regional Play Development Forum
- Continued engagement with Community Planning Structures
- Ongoing work with Department of Education (future delivery)

angela.stallard@playboard.co.uk

alan.herron@playboard.co.uk

Thankyou!