Kathleen Alfano, Ph.D.
Senior Director
Fisher-Price Play Lab
Creating the future of play
We are the play experts

• Rooted in a culture of observation
• Partner with academic institutions
• Collaborate with medical experts
• Join with advocacy agencies
• Conduct our own play research around the world
• Participate in conferences that approach play from many different angles
• Stay abreast of current research as part of our ongoing training
We believe...

play is the most natural way children learn
Play

- to move or function freely within prescribed limits
- to engage or take part in a game or occupy oneself

*Oxford English Dictionary

But it’s so much more than that…
How does play shape a child?
Play is essential to the social, emotional, physical and cognitive well-being of children
The Joy of Learning Through Play
Why play is important
1,825 days of play before kindergarten
Through play, children learn about themselves and others, about how things work and about the world around them.
## Play leads to skills

<table>
<thead>
<tr>
<th>To Encourage:</th>
<th>Provide:</th>
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</thead>
<tbody>
<tr>
<td>Social Skills</td>
<td>Toys with lots of pieces so they can be shared with friends, or games and activities that call for taking turns</td>
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<tr>
<td>School Readiness</td>
<td>Toys that encourage using fine motor skills like buttons to press, rollers to spin, levers to move. These motor skills are needed when it’s time to hold a fork or pencil.</td>
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<tr>
<td>Imagination</td>
<td>Toys with realistic sounds or themes that encourage role play and creativity – like play kitchens, tea sets and tool benches</td>
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<tr>
<td>Strength and physical activity</td>
<td>Opportunities to play outside, running, jumping, moving and getting ready for sports – skates, baseball, basketball</td>
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</table>
Well-rounded play = well-rounded child

quiet & active play

indoor & outdoor play

solo & social play
Play is the highest form of research

*Albert Einstein
How early does early learning begin?
Early learning begins early – at birth!

When should play start?
Your commitment is crucial...

Play is a social issue

...because it is fundamental to development and learning,

but millions of children lack access to play.
create meaningful PLAY experiences for children

Playworks’ Philosophy

Playworks’ vision is that one day, every child in America will have access to safe, healthy play every day. Play creates essential opportunities for children to explore their imaginations, to connect with other people and to stretch and grow physically, emotionally and socially.
Our common goal…

Address the Barriers to Play

- **Time** to Play
- **Place** to Play
- **Tools** for Play
- **Advocate** for Play
questions?