

Sustaining Play Throughout Life

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- Founded in summer 2009

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- Host annual Conference on the Value of Play



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- Coordinate two Certificate of Completion Training Programs: Play Facilitation and Playground Maintenance



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- Membership is free



USPLAY coalition™ VALUE OF PLAY

Sustaining Play Throughout Life

What is play?

Play

- Play
 - Recreational activity; the spontaneous activity of children
- Recreation
 - Refreshment of strength and spirits after work; a means of refreshment or diversion
- Leisure
 - Freedom provided by the cessation of activities; time free from work or duties



Picture from The Strong Museum

“The opposite of play
is not work, it is
depression.”

Brian Sutton-Smith

“Play is infinitely open-ended in its expression: one person’s drudgery can be another’s ecstasy.”

Diane Ackerman

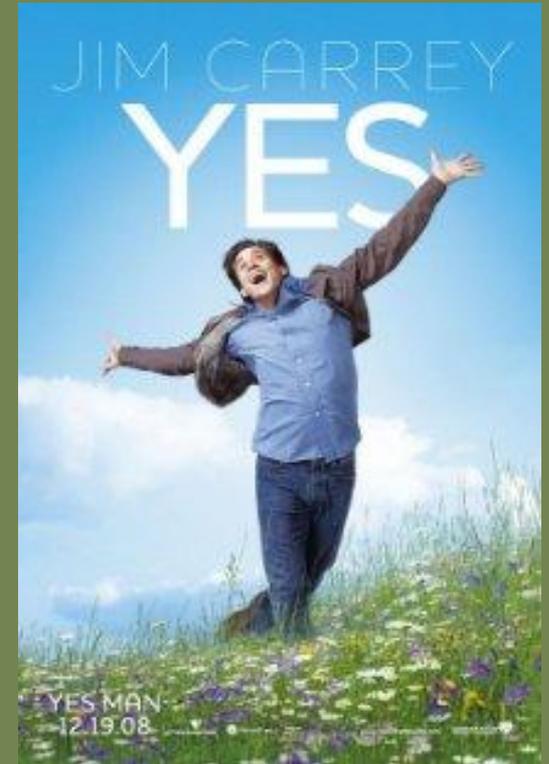
Characteristics Of Play

- Apparently Purposeless
- Voluntary
- Fun!
- Freedom from Time



Characteristics Of Play

- Apparently Purposeless
- Voluntary
- Fun!
- Freedom from Time
- Diminished Self Consciousness
- Spontaneity



Play itself is not frivolous.

The act of Play should be.

Benefits

Benefits

Physical

- Reduce the risk of heart disease by 40%
- Lower the risk of stroke by 27%
- Reduce the incidence of high blood pressure by approximately 40%
- Reduces the incidence of diabetes by almost 50%;
- Reduce mortality and the risk of recurring breast cancer by 50%;
- Can lower the risk of colon cancer by over 60%
- Can decrease depression as effectively as medication or behavioral therapy

Cognitive

- Fosters creativity
- Improves problem-solving skills
- Increases trust
- Strengthens group bonds
- Generates capacity for intimacy
- Fosters cooperation and teamwork

Emotional

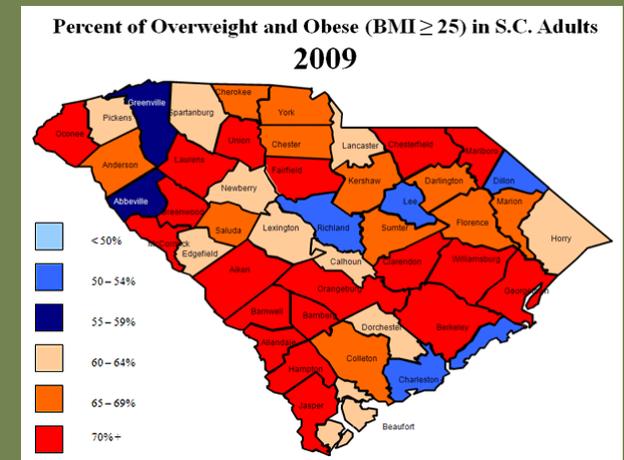
- Brings happiness
- Teaches perseverance
- Fights off burnout
- Provides clarity
- Builds confidence
- Promotes serenity, calm and relaxation
- Builds motivation
- Builds empathy
- Builds compassion

Social

- Teaches social skills through give and take
- Fights loneliness, isolation, anxiety and depression
- Increases sense of community
- Brings joy, vitality and resilience to relationships
- Heals resentments and disagreements
- Builds more meaningful connections

Health Crisis

- Obesity
 - South Carolina 9th worst
 - 3/5 adults overweight or obese
 - Huge health consequences
- ADD/ADHD
 - 12% youth ages 4-17 in SC diagnosed ADHD
 - Stressful for children and parents



Play Deficit

- Diminished cognitive development
 - Decision-making
 - Creativity
 - Imagination
- Diminished social development
 - Social interaction
 - Rage control
 - Attention-Deficit Disorder
- Lead to stress, anxiety, burnout, and depression



Play itself is not frivolous.

The act of Play should be.

What are the barriers to play?

Obstacles

- We focus on children playing and not adults
 - Childhood is for Play, Adulthood is for work
 - Neoteny



Obstacles

- We focus on children playing and not adults
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 - Neoteny
- “Waste of time” mentality
 - GTD Syndrome



JWT

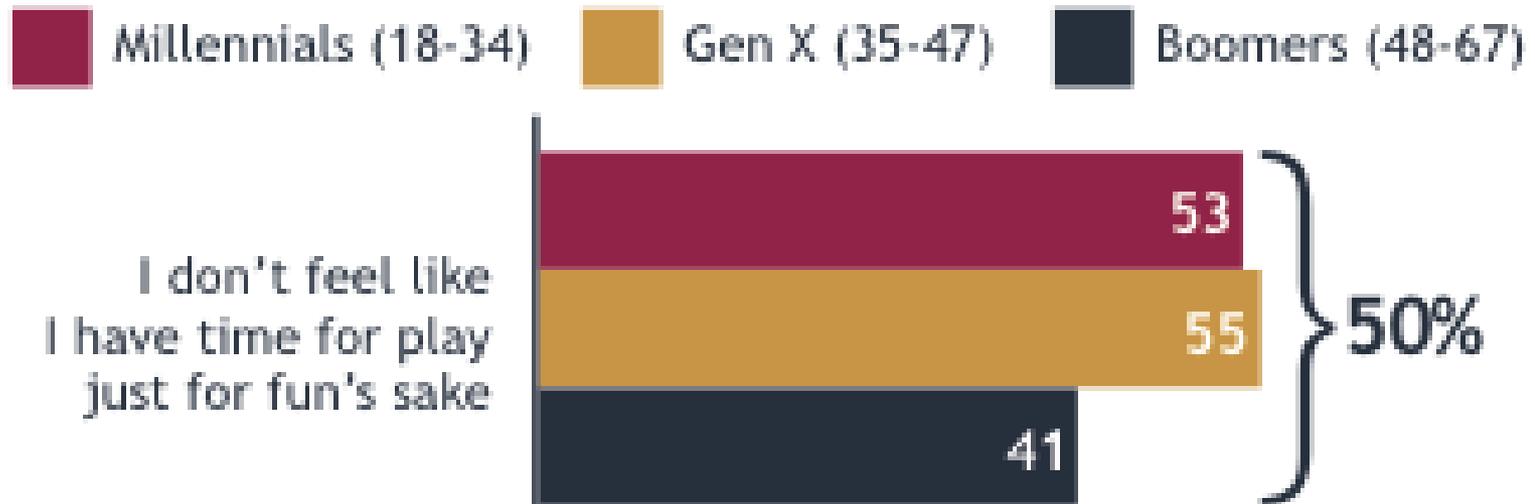
PLAY

AS A COMPETITIVE
ADVANTAGE

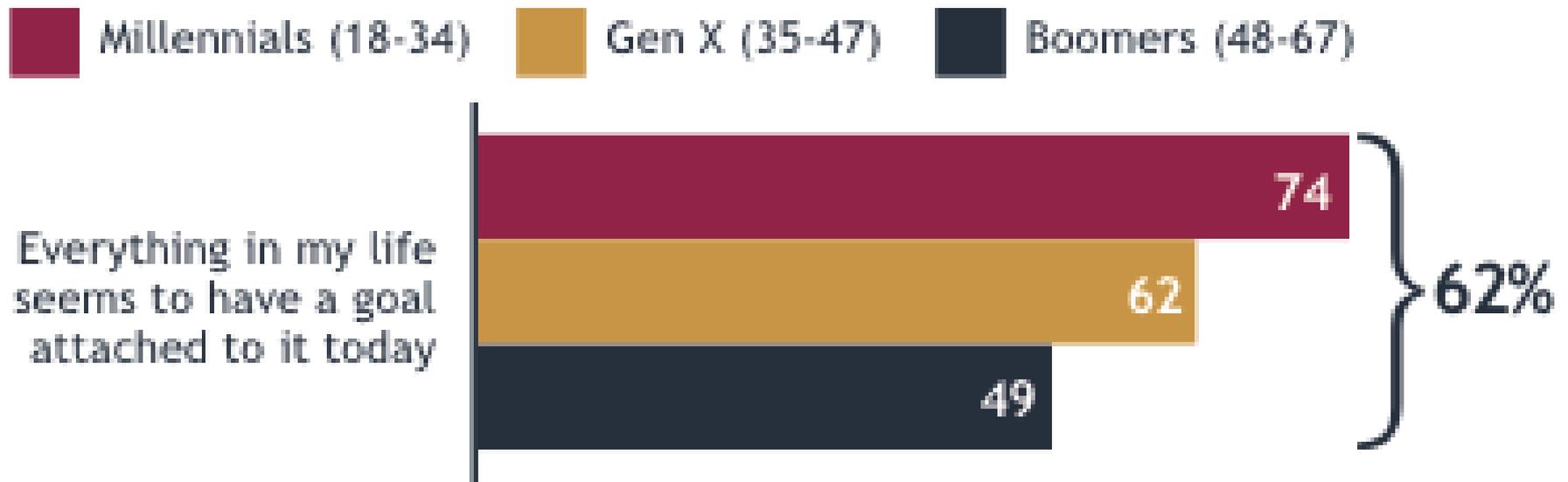


I am at the Kroc Center.

I don't feel like I have time for play just for fun's sake.



Everything in my life seems to have a goal attached to it today.



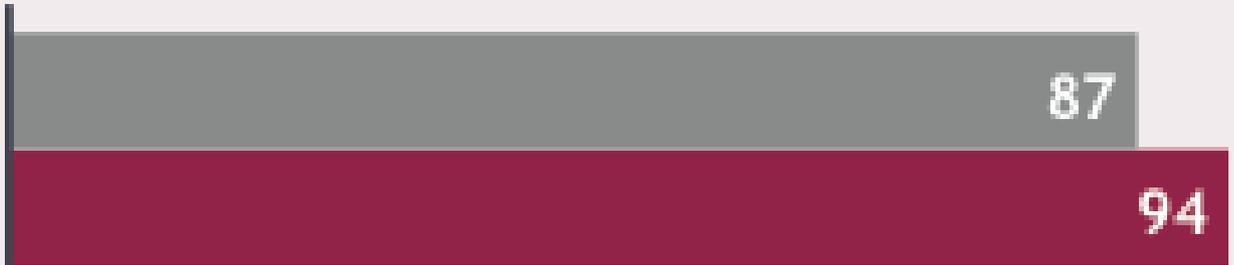
I'm inspired by how creative children are when they play.

■ Dads ■ Moms

I'm inspired by how creative my children are when they play

87

94





Obstacles

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 - GTD Syndrome
- Tyranny of productivity
 - Super structured schedules
 - Hyper-connectivity



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 - Super structured schedules
 - Hyper-connectivity
- Judgment of our peers
 - Embarrassment





“A beginner’s mind is a brilliant place to come from. After all, beginners are granted permission to fail. In that sense, it’s not uncommon for beginners to have more fun.”

- Jason Mraz

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 - Embarrassment
 - Self-editing or correcting

Generation Y May Never Retire 3

Introduction

A The current financial crisis ~~had been~~ unprecedented in terms of its scale, spread, and severity. Government bailouts and spending packages ~~have~~ aimed to ~~better alleviate~~ short-term problems, providing a monetary ~~stimulate~~ stimulus and bolstering employment in certain sectors of the economy. However, according to a research by Field (1975), "...the effects of a government stimulus package are only ~~very~~ short lived". Whisfield and Burgher (1989) ~~illustrated~~ illustrate, in ~~their~~ their study of the HunkyDory cash injection, ~~how the ways in which~~ a stimulus package may actually ~~is not being~~ accentuate the negative and long-term impact of a financial crisis. Assuming ~~that~~ both of these findings ~~may hold~~ true in 2009 and ~~now beyond~~, it is safe to assume ~~that the fall-out~~ follow from the current financial turmoil will be felt for many years and ~~by~~ many generations to come.

A large number of papers ~~has~~ been written on the subject of crises, with the aim of establishing the extent to which the current ~~crisis~~ example will impact the demographic cohorts born in the period directly after ~~the~~ World War II—the Baby Boomers—and those born ~~from~~ between the mid-1960s ~~to~~ and 1980, ~~that~~—Generation X. Two studies by Doyle, Sigfield, Moore, and Kettle (2008, 2009) focused on the extent ~~that to which~~ the retirement savings and assets of ~~these~~ two groups have been depleted. The typical pension has fallen in value by 52% and ~~not only that~~ the average house has lost 32% of its value. Doyle et al. (2008) ~~also made out~~ forward financial projections for these groups and showed that, despite the crisis, the ~~best~~ majority (68%) ~~would still~~ still be able to retire as planned. A study by Poole (2008) ~~followed~~ follows ~~same type~~ similar lines of analysis but ~~found~~ find that the future of 74.2% of Baby Boomers, and 68.4% of Generation X ~~was~~ ~~secure~~ is secure. A study by Kettering and Black (2009) ~~highlighted~~ highlights, however, ~~how the ways in which~~ the current financial crisis will be far ~~serious~~ more serious for ~~youngest~~ younger generations given ~~that they have~~ not had the opportunity to create wealth through real estate appreciation.

This paper adopts a ~~difference~~ different approach to studies ~~in~~ into the impact of such an unprecedented financial and economic crisis. No ~~studies~~ study has evaluated the impact of the crisis on a ~~the~~ specific demographic cohort born ~~from~~ in the years between the early 1980s ~~to~~ and the mid-1990s, so-called Generation Y. ~~The term was first coined in Advertising Age (1993) to describe the demographic cohort following Generation X. A Generation Y is characterized by its familiarity with technology, laptops, Blackberrys, mp3 phones, iPods, portable media players, and cellular phones are the accessories of choice for Generation Y. Further, this population group is often referred to as "The Trophy Generation" (Alsop, 2008), they~~ its members consider themselves to be winners because they ~~have~~ always been told ~~that~~ they are winners. The "perceived sense of entitlement" (Alsop, 2008) associated with this group has distorted ~~their~~ its perceptions of what is "normal" behavior. Generation Y consists of employees who are difficult to management, particularly at a times when there are so few ~~win~~ rather than ~~just~~ ~~conceived~~ winners in a workforce ~~that is~~ driven by more traditional behavior. The socio-economic consequences are potentially catastrophic for society as a whole. ~~The~~ wholesale destruction of wealth ~~making~~ generation potential and job ~~protest~~ security ~~do~~ not benefit ~~anyone~~ one, least of all ~~benefit~~ those born post-1980. So, just how will this group cope ~~not able~~ with an inability to save for ~~retire~~ retirement? Our study suggests ~~that the final~~ ~~win~~ ~~con~~ may be that this wired-to-~~technical~~ technology generation, may also be wired-to-work... forever.

Comment [1]: Please check the source. This appears to be incorrectly applied. "Every" may be "every" or "every".

Comment [2]: Something more specific – a handful of, dozens of, or hundreds of – would be best, although this is fine if you cannot narrow it further.

Comment [3]: This is truly / "a number here" is technically correct, but to the English speaker's ear, here the verb corresponds to the plural "papers".

Comment [4]: Do you want "win" here when it is only 68%?

Comment [5]: I recommend this deletion, as the wording of neither Baby Boomers nor Generation Y is explained in this introduction. If it is necessary that you include it here (if you have been told to by an editor, for instance), then suggest the sentence be placed in brackets, ideally, because this paper is about Generation Y, there will be a place for it after the introduction.

Comment [6]: This is a suggestion only, a nod to the previous use of "winners".

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 - Hyper-connectivity
- Judgment of our peers
 - Embarrassment
 - Self-editing or correcting
- Norms we’ve become accustomed to
 - Categorize and assign roles to different things



Strategies For Play

- Change your attitude
- Change your thought process
- Gain experience

Tips For Play

- Sometimes rules can help
- Create a secure environment
- Friendship is a shortcut to play
- Emphasize symbols that associate with play
- Have instruments for creativity readily available

Resources on Play

- US Play Coalition
 - <http://usplaycoalition.clemson.edu/>
- Let's Move!
 - <http://www.letsmove.gov/>
- National Institute for Play
 - <http://www.nifplay.org/>
- TASP (The Association for the Study of Play)
 - <http://tasplay.org/>
- The Strong Museum – National Museum of Play
 - <http://www.museumofplay.org/>

Acknowledgements

- **Chris Huston**, student at University of Illinois at Urbana-Champaign, who developed a template that portions of this presentation were based on.
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