

**FIVE STEP
GUIDE TO PLAY
EVERYWHERE
FROM KABOOM!**



change X

WELCOME

“Welcome to the ChangeX Play Everywhere guide. We believe that every child should have access to a safe place to play.

This guide, combined with our online Playbook should provide all the information, practical tips and resources you need to turn spaces into PLAYces in your local community.

James Siegal, CEO of KaBOOM!



Introduction to the Idea

What is KABOOM! Play Everywhere?

KaBOOM! has been working to ensure that all kids have access to play for the past 20 years. KaBOOM! works to support local communities to design and implement “play everywhere PLAYces” in cities throughout the U.S. Neighborhoods – and kids’ lives – are being transformed through playgrounds and play spaces.

Play is not innovative. Countless studies demonstrate the need for play every day, in every kid’s life. The benefits are immeasurable: whether physical, cognitive, emotional, social - play is essential. And it comes naturally to kids; indeed, it is a child’s “job” to play. Unfortunately, play is not happening for too many kids across the U.S. – especially those living in underserved neighborhoods.

Often, communities themselves know how best to create opportunities for play in their local area. We want to support as many communities as possible to get started and make their neighborhood as playful as it can be. There is a need for play installations within the existing infrastructure – whether at a laundromat or in a plaza, play must be available for kids in all kinds of places, especially

places where they are already spending time or passing by.

Why is it important?

Play Everywhere uniquely addresses a wide range of community issues, from health and wellness concerns like child development and obesity, to economic development and competitiveness, to social equity across neighborhoods. Cities and towns, along with leaders from every sector working together, have the power to turn play spaces, and all spaces, into transformative theaters of activity, inspiration, and discovery—and in the process, to change minds and habits. These changes also enable cities to attract and retain talent, and to create vibrant, thriving neighborhoods where people can live, work and play together.

The background

KaBOOM! was founded by Darrell Hammond 20 years ago, in 1996, after he read a heartbreaking story of two kids who died while playing in a car on a hot summer day in the Anacostia neighborhood of Washington, DC. It was in that moment that he resolved to provide safe play spaces for all kids in America.

STARTING KABOOM! PLAY EVERYWHERE

EVERYTHING YOU NEED

TIME



Approximately 4 hours a week,
a little more at the start.

PEOPLE



You'll need a team of 4-5 people
along with wider community
buy-in.

FUNDING



Funding will be used to cover the
cost of materials to develop your
Play Space.

Who typically starts KABOOM!?

Someone who:

- is passionate about play
- has the ability to mobilize people around a vision
- is resourceful and creative

5 Step Summary

- 1 Complete your 30 Day Jumpstart Challenge
- 2 Get inspired and learn from existing projects
- 3 Design based on YOUR community's needs
- 4 Find local champions
- 5 Put your plan into action

Support and Additional Resources

Support from ChangeX: Email: hello@changex.org

The Play Everywhere Online Playbook: <https://kaboom.org/playbook>

STEP 1: COMPLETE YOUR 30 DAY CHALLENGE



The 30 Day Jumpstart Challenge has been designed to get your project off to the strongest possible start by building momentum in the first month.

Understand the challenge

Watch the short welcome video on your ChangeX page and read this page.

Learn more about the idea you're starting

This '5 Step Guide' includes all you need to know about the specifics of starting your project.

Find 4 interested people

You already have your own project page on changex.org. Use it to share the project with others and recruit your first supporters.

Set up a casual kick-off meeting

Host a meeting at your home, at a community center or in a coffee shop. Work with your team to come up with an action plan. You can use your ChangeX page to set up an event and invite people.

Give us a heads up that you are up and running

At your event, take a team picture and agree on the first step you will take as a group to get started.

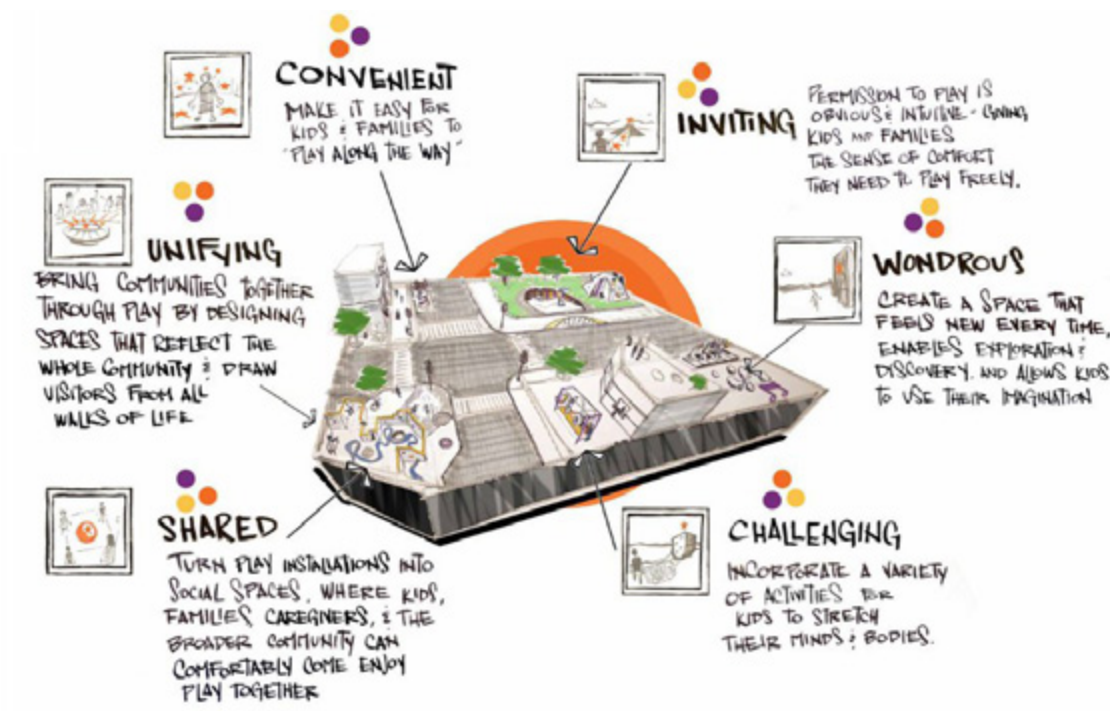
STEP 2: GET INSPIRED AND LEARN FROM EXISTING PROJECTS

Discover what's possible

In 2016, KaBOOM launched the Play Everywhere Challenge to source the best ideas from across the US for creating playful cities and neighborhoods. They had over a thousand applications for community based projects that could inspire play for the kids that need it most. Check out some of the winners in the Additional Resources section below that might inspire you as you generate ideas for what's possible in your community!

Understand what's important

Everyday spaces become Playces when they are convenient to access, in places where kids are already spending time or passing by, and are inviting, wondrous, challenging, shared and unifying.



Additional Resources

The Play Everywhere Online Playbook: <https://kaboom.org/playbook>

Laundromat Theatre - https://kaboom.org/playability/play_everywhere/gallery/laundromat_theater

Sidewalk Playspaces - https://kaboom.org/playability/play_everywhere/gallery/sidewalk_playspaces

Playable Sidewalk - https://kaboom.org/playability/play_everywhere/gallery/playable_sidewalk

Board Play- https://kaboom.org/playability/play_everywhere/gallery/board_play

STEP 3: DESIGN BASED ON YOUR COMMUNITY'S NEEDS

Start with YOUR community

The best projects often come from within. So, talk to kids and families in your community. Find out how they play, as well as how they move through their daily lives. What do they find convenient, inviting, or inclusive? Understand their needs, habits, and challenges, and identify a problem you want to solve.

At this point, engage in conversations with community groups, nonprofits, and local government, too. They may have a perspective on the issue and ideas for potential solutions.

Build on what already exists

When possible, don't start from scratch. What does the community already have that can support your play idea? Is there an underused feature in the built environment? Or a community group with the time, resources, or connections to bring your idea to life?

Co-create

Involve your community partners throughout the creative process. Test your ideas with kids and families early and often, and adapt your approach based on their feedback. Consider building a prototype or pilot to see how people will react. Getting the right people to design with you will lead to ideas that are truly inclusive and reflective of the community.



TIPS



By keeping installations affordable and low-maintenance, you'll increase your odds of success—and enable replication by a range of communities, supporting KABOOM!'s vision of inclusive play.

STEP 4: FIND LOCAL CHAMPIONS

Who within the community can help build or sustain your project? Find people who have access to the permissions, materials, funding, or other support you'll need, and get them on board early. A city government contact is often helpful; community organizations and businesses can also serve as your project's hosts, funders, or stewards. When building these relationships, communicate your project vision and focus on finding shared priorities.

TIPS



Your local page on ChangeX will help you to build your team, recruit volunteers and spread the word about what you're planning to do!



STEP 5: PUT YOUR PLAN INTO ACTION

Put your plan into action

This is the fun part!! Getting to action!

Before you get started, the team at KaBOOM! will host a 30 minute webinar with you to help talk through your plan, to help you figure out if it's realistic and what the best way of achieving your goals are.

Embrace change and flexibility

What you end up building may not look like the idea you had on day one. That's normal—and often good! Plans will evolve based on feedback you get from the community. You may also need to change your approach when faced with barriers—perhaps to clear a liability concern, or to convince a new partner. Focus on what is essential to the impact you are trying to create for kids, families, and your community, and be flexible on the rest. Plus, there's always room for bigger and better next time.

Think long-term

Anticipate issues you'll face down the line and factor them into your initial planning. Who will handle maintenance and how much will it cost? Will you want to replicate this installation someday? By confronting these questions early on, you'll start devising creative solutions that can strengthen the long-term viability of your project.

Find owners

Encourage members of the community to take ownership of the installation. Try to secure this commitment prior to your build. Identifying a "host" who is responsible for maintenance can help ensure the space you've created remains as inviting and enlivening as you intended. Informal, collective efforts—such as a neighborhood watch or community policing—can also make a difference.



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