KaBOOM!
Using Asset-Based Community Development to Build Playspaces and Promote Play

April 2010
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(202) 464 6167
Current Play Deficit

- **Indicators**
  - 59% of parents and 69% of low-income parents report **no playground** in neighborhood
  - Recess offers **nearly half** (42%) of the available opportunity to promote physical activity among children during the school year
  - Children today spend less time playing outdoors than any previous generation and are spending an average of **four hours a day** viewing electronic media
  - Children from **low-income** households and communities are disproportionately affected

- **Impact**
  - Directly linked to **increasing** childhood obesity rates, resulting in co-morbidities
  - Without ample play, we will see a **continued decrease** in creative, imaginative, problem-solving, social and risk assessment skills
  - Linked to classroom behavior problems including violence, emotional outbursts
Organizational Background

KaBOOM! ENVISIONS: a great place to play within walking distance of every child in America.

- We are a national non-profit promoting the importance of play.
- Our mission is to create great places to play through the participation and leadership of communities.
- We passionately believe that play has purpose, and that child-directed play in particular helps make children happier, fitter, smarter, more socially adept and creative.
- Founded in 1995, KaBOOM! has facilitated the construction of more than 1,700 playgrounds and skate parks, and renovated 2,000+ playgrounds and athletic fields across the nation in communities that need them most.
Learning Objectives:
- Explain KaBOOM! Community-build model for engaging communities in playground building.
- Demonstrate how community-based build model can increase opportunities for physical activity through playground building.

Presentation Outline
- Introduce KaBOOM!
- Discuss the KaBOOM! Community-build model and its impact on communities
- Show how KaBOOM! is inspiring “Mass Action” beyond our KaBOOM!-led playground builds
- Introduce the Play Matters report
KaBOOM!-led Playground Building Projects
12 weeks
1 Design Day
8 Planning Committees
200 Volunteers
Done-in-a-Day
The KaBOOM! Theory of Change

1. Collective Cause
2. Achievable Wins
3. Cascading Steps of Leadership
Community Map: Assets-Based Approach

Local INSTITUTIONS

Citizens’ Associations

Gifts of INDIVIDUALS

- Business
- Churches/Houses of Worship
- Block Clubs
- Libraries
- Hospitals
- Parks
- Schools
- Income
- Older Adults
- Youth
- Labeled People
- Cultural Groups
- Artists

Kaboom!
The KaBOOM! Impact Study was led by Dr. Deborah Puntenney and began in May 2007. The executive summary and power point slides summarizing the study findings completed in June 2008 are included in this packet.

Method and Participants
Phase 1 focused on 32 community build projects (26 LEAD and 6 SEED). Interviews were conducted in person and over the telephone.

Phase 2 consisted of 78 participants: In this group there were 54 LEAD groups and 24 SEED groups. The latter group was comprised of organizations that built through use of KaBOOM! tools and no financial resources and those receiving challenge grants. Surveys were conducted over the telephone.

Survey questions for both Phase 1 and 2 were open-ended, the protocol in Phase 2 was refined based on narratives in Phase 1.
The ABCD Institute Evaluation

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Table 1: LEAD, Challenge Grant, and DIY Ratings

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<th>CHALLENGE (n=12)</th>
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Increasing Quantity, Quality and Access to Play

KaBOOM! is inspiring Mass Action in support of the belief that play has purpose.

**Quantity:** the number of usable playspace created

**Quality:** the factors that make playspaces engaging, safe, exciting and fun, so that children play longer and come back more often

**Access:** both the ability to get to and use the playspace and the lack of barriers to play

Do-It-Yourself Playground Planner: projects.kaboom.org
Online Trainings: playschool.kaboom.org
Online Toolkit: kaboom.org/toolkit
KaBOOM! Playspace Finder: playspacefinder.kaboom.org
Social Networking Site: connect.kaboom.org
Playful City USA: kaboom.org/playfulcityusa
Site Enhancement Projects: kaboom.org/side_projects
Play Days Planner: playday.kaboom.org
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Playful City USA

- **National Recognition Program** for individual cities who support the increase in quality, quantity, and access to play for all children

- Founded on **Five Commitments** for creating a strong, long-term infrastructure that supports the importance of play in the healthy development of all children

- A **Nationally Recognized Network** of cities who are the leading advocates and decision makers in Play

- Steady growth with 31 cities recognized in 2007, 63 in 2008 and 97 in 2009
2009 Playful City USA—93 Communities, in 33 States

- Compilation of effective strategies and approaches from three years of PCUSA as well as a landscape study of non-PCUSA communities

- List of 12 practices from nonprofit organizations and government with in-depth analysis of each
Thank you for our beautiful playground!

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Training and Education Team