

SUMMARY



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# Playful Learning & Joyful Parenting

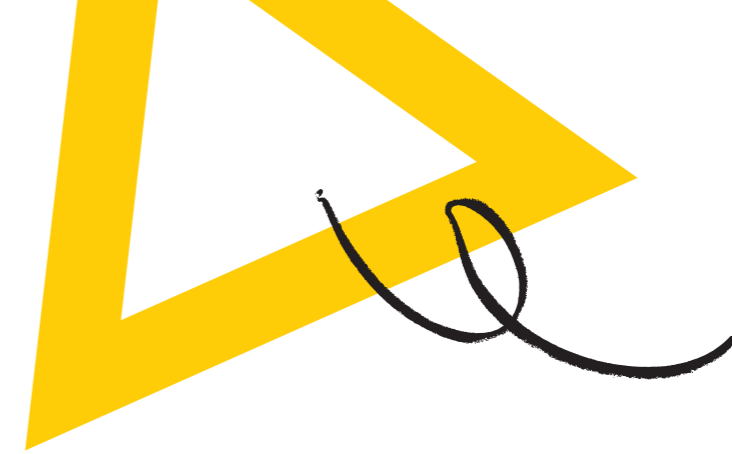
Positive Ways Programmes Can  
Support Playful Parenting

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# Positive ways programmes can support playful parenting



To empower parents to engage in and embrace playful learning with their children, they need support and encouragement. New programmes are needed to encourage and support playful parenting. These will require deep understanding of the context and culture parents currently experience and the pressures they face. Programmes also need to promote practical community-based measures that support parents in understanding the benefits and joy of playful learning.



## 1.

### **Identify the current culture and context of parenting.**

Parents don't bring up children in a vacuum. It's important to find out what parents currently think and believe about playful learning, the habits and activities they enjoy doing with their children, and how the cultures and contexts they come from and live in influence their current thinking. Use focus groups, interviews, media campaigns and surveys to find out more about what parents believe and to learn how to build on their own family history and heritage, and then frame your dialogue with them based on their own experiences.

## 2.

### **Understand what will support parents in their journey to become playful parents.**

It is important to:

- connect content to science – parents are more likely to listen to information based on scientific research
- clearly define what is meant by play and playful learning by using the play spectrum and the five characteristics of learning through play
- link playful learning to positive outcomes for both parent and child
- give parents confidence and show them that they can be successful
- help parents see the power for themselves by using filmed sessions and review in everyday places like community centres or doctors' offices

## 3.

### **Build community-based connections and networks that champion playful learning.**

Parents trust each other. Parents who champion playful learning are therefore powerful advocates in their communities. They can also help initiatives and programmes understand how parents think and feel about playful learning.

Collaborate with parents to transform everyday places in their communities into enriching, social spaces that promote playful learning by tapping into their existing social networks. Also, work with institutions and organisations that parents already relate to, use and value.

## 4.

### **Explore meaningful ways to reach, include, and support parents from all backgrounds.**

There are many different ways to promote playful learning behaviours and activities, including those for parents who are harder to reach.

Use everyday places and spaces to engage families – supermarkets, shops, libraries, bus stops and parks and are just some of the places that can be used for playful learning initiatives.

Link with people and organisations in the community who parents trust – parents respect the opinion of healthcare providers, religious leaders and teachers. Members of these groups therefore make great advocates for activities that promote playful learning.

Harness media and digital technology – both traditional media and social media are great ways to reach parents, especially those who may not receive parenting support.

Work with parents from different backgrounds and communities to develop messages and activities that reflect their experiences and the different cultures they come from.

# Future research

## More research is needed on:

How culture and context influence the way parents engage their children in learning and in play.

How to reach, engage and support all parents successfully, particularly those with limited resources.

Understanding what matters to parents and how parents can utilise playful learning to help realise their ambitions for their children.



*This summary is intended to be read along with the Playful Learning & Joyful Parenting summary.*

*Please read the Playful Learning & Joyful Parenting white paper for more comprehensive detail on how parents engage their child in playful learning, and how programmes can empower parents to bring joy and learning into daily interactions with their child. A full reference list can be found at the end of the white paper.*