

#ItsRightToPlay

a digital activation by UNICEF India and Bachpan Manao



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01

What is the International Day of Play?

**The United Nations General Assembly has declared
11 June as the International Day of Play**

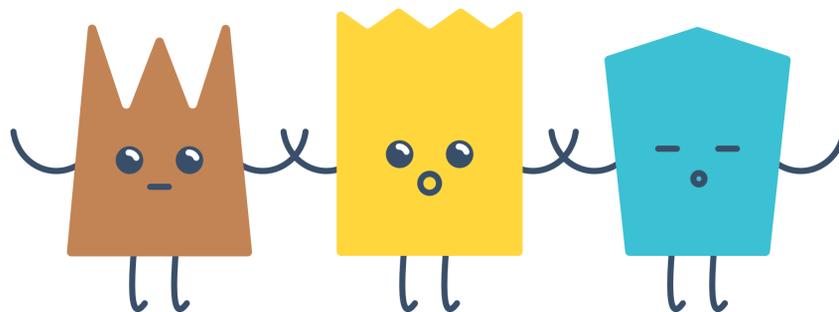
to help every child reach their full potential,
with the time, space and access to play.



**INTERNATIONAL
DAY OF PLAY**

**We want a world where every child's right
to play is respected, protected and fulfilled.**

#ForEveryChild, Play



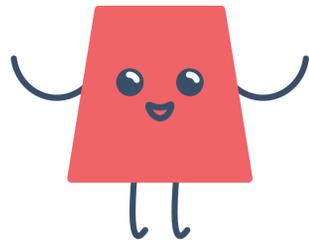
02

The Importance of Free Play

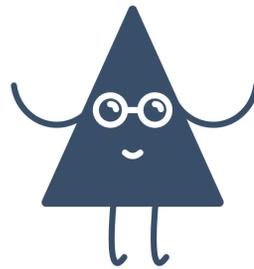
Free Play (also known as unstructured play) is:



initiated and
directed by
children
themselves



without specific
goals or
adult-imposed
rules

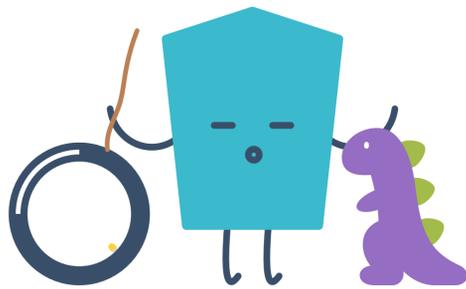


imaginative
and
experiential

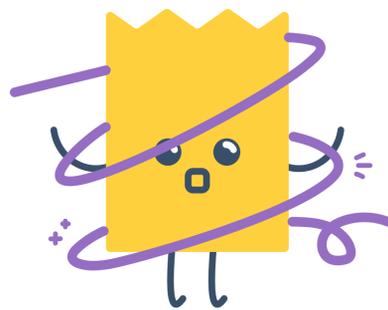


flexible and
fun!

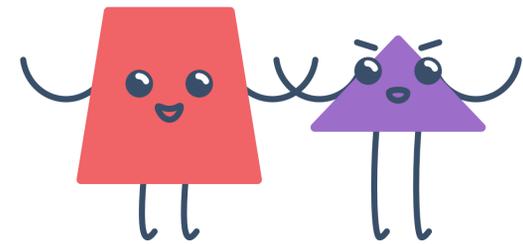
During 'Early Childhood'



Play is the ideal friend, teacher, school and gym for the child!



Play is important for cognitive, physical, emotional, & social development.



Play reduces stress and builds relationships.

Neuroscience reinforces the importance of #FreePlay in Early Childhood (Birth - 8 years)

Brain Development

Research indicates that play stimulates the development of the prefrontal cortex, which is involved in decision-making, problem-solving, and regulating social behaviour. This stimulation is crucial for brain maturation and cognitive development .

Neuroplasticity

Engaging in varied and complex play activities enhances neuroplasticity, the brain's ability to form new neural connections. This is fundamental for learning and adapting throughout life .

03

How to Engage in Free Play

Let Them Lead

Let your child choose what they want to play. Follow their lead to make them feel in control and encourage creativity.

Make it Fun and Engaging

Play games that your child finds fun using whatever they want (even household items) to create fun activities.

Encourage Pretend Play

Engage in pretend play, like playing house, superheroes etc to help use their imagination and learn social skills.

Be Active Together

Play games that involve running, jumping, and moving around to help develop their bodies and stay healthy.

Ask Questions and Talk

While playing, ask what they're doing and talk about the game to help build language and thinking skills.

Be Present and Supportive

Be involved, show interest, and give lots of praise and encouragement to make them feel loved and supported.

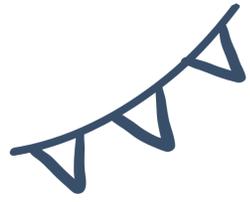
Encourage Imagination

Encourage your child to play with things around them - a box, a bowl etc can become fun toys!

Play Outside

Spend time playing outside in nature to provide new experiences and explore the world.

04
The Activation

hour of
free 
PLAY

Parents and/or Carers

Before 11 June

- 01 **Block time** between **5–6 PM** on 11 June, 2024, for yourself and your children (or friends/neighbourhood)
- 02 **Let them know** that you would like to play with them but **whatever they would like to play.**
- 03 Request them to **avoid any structured game or play format**, rather encourage them to be impulsive and experimental
- 04 **Be your child's play buddy**, in your own special way, and take part wholeheartedly.
- 05 Request someone around to **take 3–5 photos or videos** during this time.

Parents and/or Carers

On 11 June

Post your favourite photo(s) after you have come back from your hour of play on your social media handles – Instagram, Twitter(X) and/or Facebook. Here is a short sample copy that can be used or adapted for your post:

I took part in the #HourOfFreePlay challenge by @unicefindia and @bachpanmanao for the International Day of Play. Free playing with a child reminded me of the joy and importance of play for every child. I'm tagging [Person 01], [Person 02], and [Person 03] to join and share a photo of their experience. I support #ItsRightToPlay #ForEveryChild, Play



rohanvyas
Mumbai



7453 likes

rohanvyas I took part in the [#HourOfFreePlay](#) challenge by [@unicefindia](#) and [@bachpanmanao](#) for the International Day of Play. Free playing with a child reminded me of the joy and importance of play for every child. I'm tagging [@preetikumari](#), [@farahgrams](#), and [@varungrover](#) to join and share a photo of their experience. I support [#ItsRightToPlay](#) [#ForEveryChild](#), [Play](#)

[View all 100 comments](#)

Corporates

Before 11 June

- 01 **Announce your participation** in this initiative internally and on social media on 30 May, 2024.
- 02 Share **commitments from senior leadership** to participate.
- 03 Share **content around the importance of free play** around the importance of free play to create a buzz on the company's social media using #ForEveryChild, play, and #ItsRightToPlay.
- 04 **Encourage employees** to take the part in the #HourOfFreePlay challenge
- 05 Ask employees to **follow the guidelines** for parents/carers

Corporates

on of After 11 June

Collate your team's submissions and post them. Here is a short sample copy that can be used or adapted for your post

We took part in the #HourOfFreePlay challenge by @unicefindia and @bachpanmanao for the International Day of Play. Our team members free played with a child to remind themselves of the joy and importance of play for every child. Here are some photos of their experience. We support #ItsRightToPlay #ForEveryChild, Play

Galvanize your PR engine to cover this initiative, end to end



Example Company

1,232,133 followers

2 days · 🌐



We took part in the **#HourOfFreePlay** challenge by **UNICEF India** and **Bachpan Manao** for the International Day of Play. Our team members free played with a child to remind themselves of the joy and importance of play for every child. Here are some photos of their experience. We support **#ItsRightToPlay** **#ForEveryChild, Play**



Roshnee Desai and 5,093 others

41 comments · 22 reposts



Like

Comment

Repost

Send

Support Badges

for Corporates & On-Ground Organisations

Format



#ItsRightToPlay

#ForEveryChild, Play

Sample



#ItsRightToPlay

#ForEveryChild, Play

On-Ground Organisations

Before 11 June

- 01 **Announce your participation** in this initiative internally and on social media on 30 May, 2024.
- 02 Share **content around the importance of free play** (will be shared by Bachpan Manao) to create a buzz on your social media—Instagram, Twitter(X), LinkedIn, and/or Facebook.
- 03 **Encourage communities that you work with** to take part in the #HourOfFreePlay challenge.
- 05 Arrange for your team to **capture photos or collect photos** from the communities on 11th June.
- 06 **Encourage employees** to take the #HourOfFreePlay challenge (sample content will be provided, which can be adapted)
- 07 Ask communities and employees to **follow the guidelines** for parents/carers

On-Ground Organisations

on of After 11 June

Collate submissions from your team and the community and post them. Here is a short sample copy that can be used or adapted for your post

The communities we work with took part in the #HourOfFreePlay challenge by @unicefindia and @bachpanmanao for the International Day of Play. They free played with a child to remind themselves of the joy and importance of play for every child. Here are some photos of their experience. We support #ItsRightToPlay #ForEveryChild, Play



Example Organisation

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The communities we work with took part in the [#HourOfFreePlay](#) challenge by [UNICEF India](#) and [Bachpan Manao](#) for the International Day of Play. They free played with a child to remind themselves of the joy and importance of play for every child. Here are some photos of their experience. We support [#ItsRightToPlay](#) [#ForEveryChild, Play](#)



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