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**INSPIRING** SCOTLAND

# AWAY AND PLAY

Information pack

“Away and Play” is a national awareness-raising campaign, in partnership with Scottish Government, to highlight all the fundamental benefits of active outdoor play and to highlight easy ways parents, carers and teachers can make active outdoor play part of everyday childhood.

Play that is physically active and outdoors has numerous benefits for the development of children’s physical and mental health and well-being. The campaign will also promote the benefits of free and unstructured play in encouraging imagination, promoting risk-taking, improving health, developing learning, and having fun.

This campaign will promote opportunities for children and families to take part in free active play and encourage everyone to get out to local parks, streets, greenspaces, woods, castles or even just the back garden and play.

We also want you and your organisation join us so that we can get everyone in Scotland playing!

# What will the campaign look like?

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**#AwayandPlay**



## Launch:

The social media campaign will begin on 19th with messaging and content on how important play is for children. Mark McDonald MSP, Minister for Childcare and Early Years, will officially launch the campaign on the 27th of July at a play session in Dundee.

## Promotion:

From the 19th, and throughout the coming year, we will promote the hashtag **#AwayandPlay** through Twitter to drive up awareness, we will also use Facebook (<https://www.facebook.com/go2playscotland>) and a microsite (<https://www.inspiringscotland.org.uk/what-we-do/thematic-funds/go2play/awayandplay/>) to share details of many free and easy-to-access outdoor play opportunities, including the many events taking place on National Play Day on Wednesday the 2nd August.

So, if you have any events that are free to enter and that families and children could access that would enable outdoor play opportunities then please let us know so we can support and promote.

We also want to encourage everyone involved in play to share and support each other to help amplify the messages online.

# Key messages for the campaign:

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We will divide the campaign across seven themes which highlight the benefits of play for children. Each theme has its own key messages and come suggested social media content. The themes will be highlighted for a set period throughout the year starting with the theme of Environment and Outdoors. Follow the **#AwayandPlay** hashtag to see when each new theme begins.

## Environment/outdoors:

Playing outside in a natural environment helps children to learn about and understand Scotland's nature heritage and become the environmental custodians of the future. Playing outdoors is good for children's health because the air is cleaner and they are more likely to be active. Children engage better with the natural world through play.

## Learning/attainment:

Play boosts cognitive development and helps children learn and understand the world around them. Being physically active in play helps children to focus and be more alert in school. Play can help boost attainment in school. Play also

helps children to learn to risk-assess and understand their limitations and potential. Children develop an understanding of the physical world, how things work and gain special awareness by playing.

## **Emotional resilience:**

Play helps children become emotionally resilient because they learn to fail, or lose, or be second-best, in a fun and safe environment. Children can recover from scrapes and falls easily when playing because they enjoy it. Playing together with other children helps kids to resolve conflicts and solve interpersonal problems without outside, adult assistance. Play boosts confidence and self-esteem and helps children to be emotionally and psychologically stronger.

## **Health and physical fitness:**

Play is physical activity by stealth. Play, specifically active play, helps children to become physically fit and results in measurable improvements in children's health. It can reduce the likelihood of obesity, cardiovascular problems, heart disease, and diabetes and improves bone structure. Play gets children active and gives them the fundamental movements skills and physical literacy they need for a healthy life. Being physically active as a child makes you more likely to be physically active as an adult.

## **Well-being:**

Play boosts mental health and emotional well-being. It reduces anxiety and stress and boosts confidence and self-esteem. Play makes children happy. It can reduce the likelihood of mental illness and helps children to regulate their emotions. Play is essential for a happy, health childhood and happy and healthy life.

## **Imagination/creativity:**

Play helps children to grow their imagination and think creatively when playing made-up games and taking on pretend roles. Children thrive in the unrestricted environment of play and gain confidence to develop and express ideas. Learning to think creatively and use their imaginations also helps children to develop problem-solving skills and learn better.

## **Social skills/relationships:**

Play helps children to develop relationships with one another and learn the social skills they will need in later life. Play helps adults (parents, carers, teachers) to develop empathy and deeper relationships with children because they get to see them being themselves and being happy. Play helps children to be socially confident and interact with one another better. Play helps children learn teamworking and communication.

# Some suggested tweets:

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## Environment/being outside:

"Where would you like to play today? **#AwayandPlay**"

"Scotland – our natural playground **#AwayandPlay**"

"Is it a stick, a sword, a wand a fishing rod – you choose

**#AwayandPlay**"

"Puddle-splashing, leaf-kicking, tree-climbing play!

**#AwayandPlay**"

"**#AwayandPlay** in nature's classroom."

## Learning/attainment:

"Play is where big ideas come from so let's **#AwayandPlay**"

"When children play they learn about themselves and the world around them. **#AwayandPlay**"

"When you're playing, you're learning and growing so let's

**#AwayandPlay.**"

"The first and best place to learn is playing outside.

**#AwayandPlay**"

"**#AwayandPlay** to exercise your brain and your body."

## Emotional resilience:

"Play is where children learn to try again. **#AwayandPlay**"

"When children play, they find out how amazing they are.

**#AwayandPlay**"

"Play helps children to believe in themselves.

**#AwayandPlay**"

"Play is where you learn to brush off a skint knee and carry on. **#AwayandPlay**"

"Play for determination, play for strength, play for

confidence and self-esteem. Play for fun. **#AwayandPlay**"

## Health and physical fitness:

"We love play because it's good for your heart!

**#AwayandPlay**"

"Live long & play! **#AwayandPlay**"

"Play every day keeps the doctor away. **#AwayandPlay**"

"It's aerobic, strengthens your core, boosts flexibility and improves balance. It's play! **#AwayandPlay**"

## Well-being/fun:

"Play makes you feel good. **#AwayandPlay**"

"Play isf happy-making. **#AwayandPlay**"

"Eat, sleep, play, repeat. **#AwayandPlay**"

"Play is more than fun – it reduces anxiety & stress & boosts confidence & self-esteem. **#AwayandPlay**"

"The joy of play lasts more than a day – as memories last a lifetime. **#AwayandPlay**"

"Happy children play outside. **#AwayandPlay**"  
"Play is the foundation of mental and physical well-being.  
**#AwayandPlay**"

## Social/relationships:

"The best way to get to know someone is to play with them.  
**#AwayandPlay**"  
"Play is where brothers and sisters become best friends.  
**#AwayandPlay**"  
"Happy families play together. **#AwayandPlay**"  
"Play is how children find friends, make memories and fall  
about laughing. **#AwayandPlay**"  
"Play helps children build relationships, learn about  
teamwork and develop communication skills.  
**#AwayandPlay**"

## Imagination/creativity:

"Everything is possible when you play. **#imagination**  
**#AwayandPlay**"  
"When you play, you can travel in time and across galaxies.  
**#imagination #AwayandPlay**"  
"Play sparks a child's imagination; it is where we all learn to  
wonder. **#AwayandPlay**"  
"Play is for superheroes. **#AwayandPlay**"  
"Playing is always thinking outside the box. **#AwayandPlay**"

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