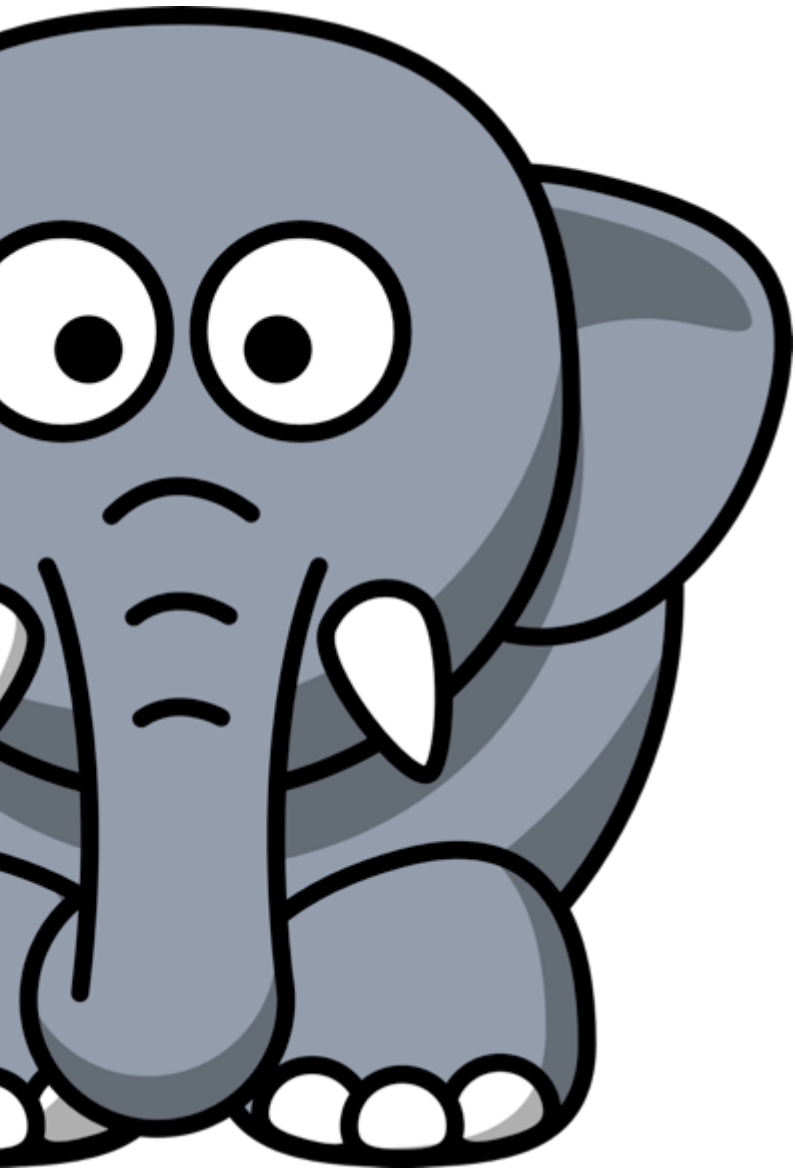




How **P** **L** **A** **Y** is revolutionizing
ECD learning in Kenya





Meet Kidogo.

Kidogo is a social enterprise that improves access to high-quality, affordable, Early Childhood Care & Education in East Africa's low-income communities.

What is Play?

- **P L A Y** is any activity engaged in for enjoyment and recreation, especially by children
- However, **P L A Y**-based learning is a specific approach in which learning takes place when children are able to actively engage with materials in the environment
- There is a worldwide consensus on the importance of play for children – e.g., United Nations Convention on the Rights of the Child (UNCRC) article 31 states *“all children have the right to play and relax”*

What are your
childhood memories
about *play* ?



Characteristics of Play

Iterative

Actively
Engaging

Socially
Interactive

Meaningful

Joyful



Play based learning in action



Child-Friendly
Environment



Locally Available
Play Materials



Playful
Caregivers



Let's Go

PLAY!



kidoggo



Debrief

- How can we apply *play* back home?
- Benefits of using *play*-based approach?
- Way forward

Any Questions?

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