

Play Wales campaign

About Playful Childhoods

Playful Childhoods is a campaign that aims to help parents and carers give children:

- time
- space
- support
- to play at home and in their local community.

Children tell us they want more opportunities to play outside with their friends. Playing is a crucial part of a healthy and happy childhood. As adults, it's our responsibility to make sure this happens.

Playful Childhoods has been created to support:

- parents in giving their children opportunities to play
- parents so they feel confident about letting their children play outside in the community
- the development of playful communities for children across Wales
- a shared understanding of the importance of play for children and teenagers by all adults across Wales.

It is supported by the bilingual website at: <https://www.playfulchildhoods.wales/>