

# Are we brave enough to let our children play?

## Raising Singaporean kids for a better tomorrow

Local Research tells us that Singaporean Children now suffer from



**Lack of sleep**



**Excessive Screen Time**



**High Myopia**



**Increased Obesity Rates**



**Mental Health Disorders**

Evidence has shown that these could have been a result of a decline in free and active play opportunities for our children

Remember when play used to be freeing, physical, creative, loud and chaotic?



Have we become overly serious about hot-housing our children in academic skills?

### Benefits of PLAY



**Strengthens Brain Development**



**Fosters Social and Emotional Development**



**Improves Physical Development and Health**



**Builds Strong Parent-Child Relationship**

Be the **supportive adult** who gives children **permission to play**



- 1 Give them time and permission to play
- 2 Provide them with experiences that are joy-filled and adventurous
- 3 Let them play independently
- 4 Play with them! Share games you used to enjoy!
- 5 Promote a range of play experiences (from mindful and focused activities to whole-body movement play!)

For a deeper dive into fostering optimal childhood development through play, download the full white paper. Let's empower our children to thrive!

This campaign is co-led by

