“NAVES” Toy Libraries
Their impact on local development

Seúl – Corea, agosto 22 de 2014
Corporación Juego y Niñez
Corporación Juego y Niñez: NGO that uses PLAY and TOY LIBRARIES as a mean for social transformation, and for child, family and community development, by using a methodology based on play called NAVES.
Our toy libraries model

Comprehensive care

Fathers, mothers and caretakers

Corporación Juego y Niñez

Private companies

Corporate Social Responsibility

State / Government

Local/National

NAVES: Kids Learning Experiencing, Experimenting and Socializing
Key elements of our work model

- Pedagogical approach from play
- Safe play and care environments
- Efficient administrative management
- Information and knowledge management
- Planning and evaluation processes
Childhood Program

Toy libraries in 20 municipalities in Colombia

We have an average of 81,817 participants yearly

Boys and girls: 59,848

Adults: 22,969

Source: Record attendance at toy libraries during 2013
Inter-institutional network

Desarrollo Local

- Bienestar Familiar
- Comisaría de Familia
- Entidades de salud
- Empresa Privada
- Líderes comunitarios
- Alcaldía
- Policía
- Docentes
- Familias
- Consejo de Política Social

Instituto Colombiano de Bienestar Familiar
Toy libraries and ecology

Ecological tours

Training in healthy lifestyle habits

Toys with recyclable materials

Toy libraries and home orchard
Unconventional toy libraries

Street parties

Un-conventional toy libraries

Prisons

Cool recess
# Research on NAVES Toys libraries for children in Colombia and its impact on local development

<table>
<thead>
<tr>
<th>Tipo de investigación</th>
<th>Cualitative</th>
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<tbody>
<tr>
<td>Muestra</td>
<td>16 Ludotecas NAVES</td>
</tr>
<tr>
<td>Población</td>
<td>Personas en relación directa con las ludotecas (beneficiarios, funcionarios y empleados)</td>
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<tr>
<td>Objetivo</td>
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<tr>
<td>Periodo</td>
<td>Agosto de 2012 a Noviembre de 2013</td>
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<tr>
<td>Técnicas de recolección de información</td>
<td>Interviews (132)</td>
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<table>
<thead>
<tr>
<th>Técnicas de recolección de información</th>
<th>Entrevistas a ludotecarios/as</th>
<th>Entrevistas a funcionarios públicos</th>
<th>Entrevista a ONG y fundaciones locales</th>
<th>Entrevistas a Padres/madres de familia</th>
<th>Sesiones de grupo niños/niñas participantes</th>
<th>Entrevistas líderes comunitarios</th>
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<tbody>
<tr>
<td>Entrevistas a ludotecarios/as</td>
<td>25</td>
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<td>Entrevistas a funcionarios públicos</td>
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<tr>
<td>Entrevista a ONG y fundaciones locales</td>
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<tr>
<td>Entrevistas a Padres/madres de familia</td>
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<td>Sesiones de grupo niños/niñas participantes</td>
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<tr>
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</table>
✓ According to the research “NAVES” Toy libraries are useful alternatives for local development.

✓ Toy libraries have transformed local contexts through the use of strategies that involves actions such as citizen’s audits, eco-friendly practices and play in family.

✓ This has been tested through more than 12 years of experience where Toy Libraries have been promoting children’s rights.
Strategies for family play time

- Accompanying family’s play
- Home visits
- Loan of toys for family play
Increasing family play time

Source: survey to 366 participating families for one year
Increasing Family play time

- 19% spend at least half hour of play with their children per week
- 47% between one and two hours per week
- 22% between 3 and 4 hours per week
- 9% Between 5 to 6 hours per week
- 3% Between 7 to 8 hours per week to play with your children

Source: survey to 366 participating families for one year
Permanence of the boys and girls in time

- Boys and girls constantly participating in our toy libraries.
- NAVES Toy libraries as scenarios where children are active right individuals.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Time Period</th>
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<tbody>
<tr>
<td>48%</td>
<td>Between 0 and 2 years</td>
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<tr>
<td>22%</td>
<td>Between 2 and 4 years</td>
</tr>
<tr>
<td>30%</td>
<td>More than four years</td>
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Source: survey of 366 participating families
Impact on Local development plans

<table>
<thead>
<tr>
<th>Toy libraries</th>
<th>Right to play was included in development plans</th>
<th>Right to play was not included</th>
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<tbody>
<tr>
<td>20</td>
<td>15</td>
<td>5</td>
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- Play as a program financed with local resources with extra resources provide by private companies
- Play projects on Education, Culture and Sport.
- Rights approach and differential approach

Source. Analysis of Development Plans 2012 - 2016
Our allies
Today The Children's Day Corporation is active in 45 municipalities in the country through the *collective local development impact*:

- Training in play and toy libraries methodologies
- Follow-up of play projects in the development plans of local governments
- Influence and impact on local public policies for childhood and early childhood.
NAVES
Toy libraries

Guarantee of play areas and toy libraries

Social and Community Development

Influence on childhood Public Policy

Partnership and networking
Gracias!

@juegoyninez

Corporación Juego de la Niñez

www.juegoyninez.org
Interinstitutional - community alliances

✓ Active participation in the municipal social policy councils
✓ Increase adults awareness of the right to play
✓ Joint actions with health, education and recreation institutions
✓ Garantee all children´s rights by using comprehensive care actions
✓ Contribute to local public policies for children
✓ Create toy libraries with local stakeholders
Main goal of today’s presentation

To socialize the experiences of Children’s Day Corporation and its impact on social local development.
13 field guides
- Environment friendly guides

18 new toys
- Using environmental topics from different regions of the country

1 environment friendly kit
- A kit that contains a book with positive proposals for taking care of the environment.
- A toy to learn this proposals.
- Pedagogic guides