

RESEARCH

BEHIND THE CAMPAIGN

RESEARCH BRIEF 02

The Power of Play

How play supports growing skills and relationships

“Play is not frivolous; it is brain building.”

American Academy of Pediatrics

The Power of Play: A Pediatric Role in Enhancing Development in Young Children

Why is play important?

Play supports children's language, thinking, social relationships, and growing ability to manage emotions and behavior. Play can involve movement, imagination, conversation, exploration, or simple back-and-forth exchanges.

What does this have to do with waiting?

Everyday waits can offer small openings for playful interaction. A finger game, a made-up story, or pretending to spot an imaginary animal can make a wait more enjoyable. Play does not require toys, screens, or a planned lesson.

What can adults do?

Notice children's interests and follow their lead. Join in when invited, make room for their ideas, and adjust to their age and needs. Adults do not have to entertain children through every moment of a wait.

THE CONNECTION TO WAIT WITHOUT SCREENS

Small, playful exchanges during everyday waits can support connection and learning.

ORIGINAL SOURCE

Yogman et al. (2018), American Academy of Pediatrics, Pediatrics.
The Power of Play: A Pediatric Role in Enhancing Development in Young Children

[WaitWithoutScreens.com/research](https://waitwithoutscreens.com/research)

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