

WWW.PLAYCAPTAINS.COM

Play Captain Initiative

Start-up & How-to Guide*

*this is for our summer model, only; please contact us for a How-to-Guide for our OST program

About Fab Youth Philly

#fabthingshappeninphilly

At Fab Youth Philly we do three things: We **support** youth-serving organizations through a variety of consulting services; we **connect** youth development professionals to training and networking, and we **innovate** summer and afterschool programming for children & teens.

www.fabyouthphilly.com

Follow us on social media: @fabyouthphilly

About the Play Captain Initiative

Coined after the Block Captain and Jr. Block Captain roles, the Play Captain Initiative is a workforce development and civic-engagement initiative with the mission to empower and train teens in leadership, playful learning and facilitation to make the Playstreets and neighborhoods of Philadelphia more playful. Play Captains are hired during the summer and afterschool.

www.playcaptains.com

Follow us on social media: @phillyplaycaptains

Context & Program History

Over 5 years ago, Rebecca Fabiano, President and Founder of Fab Youth Philly, started dreaming about the Play Captain Initiative. It started because she'd find herself driving throughout the City during the summer and she was not always able to turn down a street she wanted to go down because there was a thin string or "caution" tape blocking the way. It made her wonder what was going on that this phenomenon seemed to happen only during the summer months? Then, she learned about **Playstreets, a summer meal program run by Parks & Recreation for more than 40 years.** While she occasionally saw youth getting meals, **none of the streets she saw seemed very playful, so she began to imagine ways to make them so.** Given her background in youth programming and youth workforce development and knowing that teens need quality summer jobs, and that *summer is an ideal time to increase physical activity and decrease summer slide*, she started to piece together the Play Captain Initiative. **In 2016, she spent time on a Playstreet in Kensington to understand how and by whom they are utilized, and then in 2017 with funding and other in-kind support from sources in two different Philly neighborhoods, she piloted the PCI.**



2016-2020

"A vision for more playful neighborhoods"

2016: Rebecca Fabiano, spent the summer on Silver Street (19134) in order to understand the ins and outs of the Playstreets. Partnered with New Kensington CDC as they were supporting the resident who was the Street Supervisor on this block. At this time, no teens were hired. Started to conceive of and plan for training, scheduling, recruiting, programming, etc.

2017: Fab Youth Philly received funding from Impact Services in Kensington to pilot the PCI with 6 teens on 3 Playstreets over 4 weeks; and also received funding from Drexel University Promise Neighborhood to pilot the PCI with 6 teens on 4 streets over 3 weeks.

2018: Between 2017 and 2018 we made several significant changes based on the data we were collecting and constant tweaking of the program. Fab Youth Philly receives funding from the West Philadelphia Promise Neighborhood to expand the Play Captain Program to fund 30 teens' jobs. One of the biggest changes was in the staff to teen/Play Captain ratio from 1:12 to 1:5. This allowed us to provide more real-time-coaching, to hold teens accountable, and to build stronger, supportive relationships with the teens, children and residents on the Playstreets.

2019: We applied the learning from the previous years to make more adjustments and to expand the program, thanks to a grant to the Mayor's Office of Education from the William Penn Foundation. This partnership is called "Play Streets of Wonder" and also includes Parks & Recreations, The Free Library, Police Athletic League (PAL) and Read by 4th.

2020: Despite a the Corona Virus Global Pandemic, Fab Youth Philly is able to run the programming with support from Parks & Recreation and the Play Streets of Wonder funding from William Penn Foundation. Our biggest success was 8 weeks of programming and NO ONE contracted Covid-19.

We also piloted a version of the Play Captain Initiative in a playground in West Philadelphia, which we ran for a week in August and then weekly and on some weekends through October.



Outcomes

The Play Captain Initiative includes strategies that aim to engage and activate underutilized resources and connect and convene various entities to meet multiple and shared goals.



- **Increasing physical activity** among the children on the Playstreets AND the teen Play Captains.
- **Integrating literacy and literacy-based-games** on the Playstreets
- Providing meaningful, **well-paid employment opportunities for teens**
- **Hyper-local community engagement**; hiring people from communities where we run our programs, specifically in neighborhoods that have been impacted by systemic racism, under-employment, redlining and gentrification (e.g., Kensington)
- Creating **opportunities for positive interactions with and among teenagers whereby teens are seen and experience themselves as role models**
- **Increasing social interactions** among residents
- Children and teens **experience joy**
- **Utilize the Playstreets as a means to get resources to residents that may be hard to reach**

The Playstreets

There are over 500 Playstreets in Philadelphia, which, at its core is a free **Summer Meal Program**, overseen by Parks & Recreation. They serve as a safe place for children to receive two free meals a day during the summer.

- The Playstreets are closed off to cars between 10am-4pm.
- A resident on the block applies to be a Playstreet Supervisor and 70% of residents on the block needs to sign on their approval for the Playstreet.
- Not all the Playstreets are as 'playful' as they could be.



Play Captain Program Elements

These are nonnegotiable program elements, required of all that participate.

- Pays teens above minimum wage at \$8.50, Senior Play Captains (teens with us for two or more years and 18 y/o) can earn \$9.00;
- Adult staff (Group Leaders) start at \$15 hour, and supervisors start at \$20;
- Play Captains work in teams of 5, supported by an adult called a Group Leader; and Group Leaders are supported by an adult Supervisor;
- We prioritize hiring teens that live in the neighborhoods they will be working;
- Teens receive a minimum of 30 hours of preemployment training, and 15 hours of additional professional development during their employment;
- Adults receive appx. 60-80 hours of preemployment training, including data collection training facilitated by Temple Infant and Child Play Lab.
- A home base (office space) in every neighborhood within .25 miles walking to/from the Playstreets. This is used for the preemployment training, and for day-to-day meetings, shelter, cooling-off, storage, etc.
- A minimum of two teams (10 teens) are required to run the Initiative.
- Set schedule on the Playstreets, Monday-Thursday (on Friday the teens work ½ day and attend professional development);
- Teams work on clusters of Playstreets 3-4 per .25 miles within a specific neighborhood so teens can rotate throughout the day, spending approximately 45 min per Playstreet;
- Teens and adults wear uniforms/t-shirts to make them identifiable in the neighborhood.
- Data is collected on the Playstreets every day!

Day-to-day on the Playstreets with the Play Captains

- **Meet up with the team & Group Leader** at the home base.
- **Make a plan** for the day.
- Grab supplies & the cart.
- Head to the first playstreet, and **play!**
- Teams may be on **up to 4 different streets per day** (always with the same team)
- **Break for lunch**, then go play again.
- On **Fridays** teams meet for **more training** also called Professional Development or PD
- Teens are **paid** (by check or direct deposit) **every two weeks.**
- We **play in all kinds of weather** (except city-wide heat warnings & lightening)



Glossary of Terms

Play Captain Initiative = The summer and after school job program for teens, conceived of and run by Fab Youth Philly.

Play Captain/s = Teens ages 15-19 trained and paid to play with children. It's their job.

Senior Play Captain = A teen who is 18+, and who has been a Play Captain at least two years.

Play Captain Group Leader = An adult trained to support the teen Play Captains (1:5) as they do their job of playing with children on the Playstreets.

Playful Learning = the framework we use to guide our programming and activity selection.

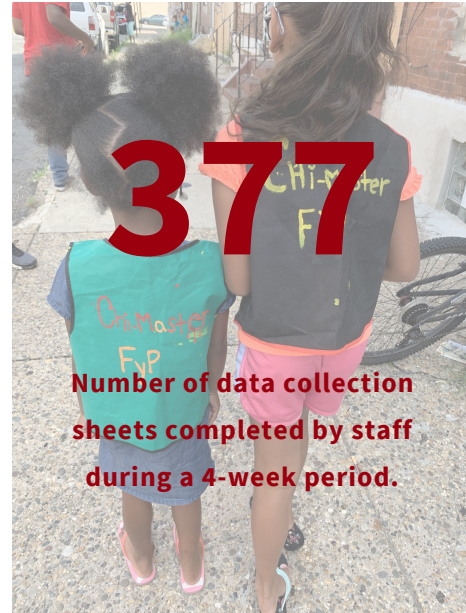
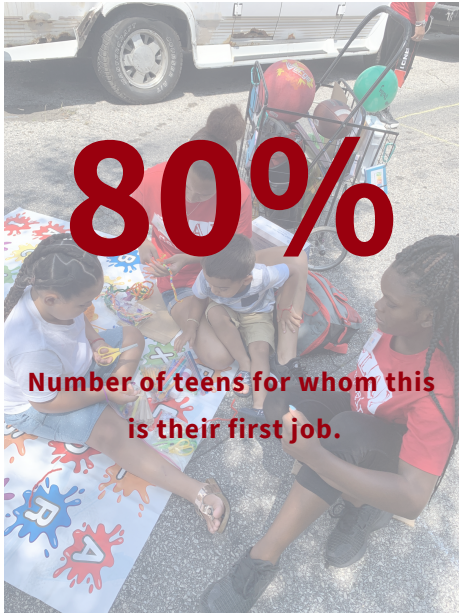
Play Captain Supervisor = Adults that supervise the (adult) Play Captain Group Leaders (1:3) and help to establish, nurture and maintain relationships. They also support partnerships and conduct administrative work.

Playstreets = The name of the summer meal program run by Philadelphia Parks & Recreation.

Playstreet Supervisor = This is the adult resident who agrees to store and distribute the free summer meals. They are **NOT** an employee of Fab Youth Philly.



By the numbers



Timeline



October- December: Planning Phase. Reviewing summer data; Meetings with key partners to solidify roles/responsibilities, thoroughly mapping out timeline, securing dates, locations for training, researching and developing assessment tools, etc.

December-March: Planning Phase. Identify partners in catchment area, fundraising; revise staff recruitment materials, revise staff training materials and other collateral/design, testing and refining assessment tools, etc.

March -May: Planning Phase. Youth & staff recruitment, youth open House, staff interviews; all training materials finalized; locations and dates for training confirmed, identify possible home bases.

June: Planning & Training Phases. Fab Youth Philly Training for Staff, youth interviews; select Playstreets; identify 'safe havens', create daily schedule; Data collection training. Order supplies (including uniform items).

July: Implementation Phase. Training of Play Captains, pre-assessment of Play Captains, Red Carpet Roll Out Kick-off event, start of Weekly Professional Development for Play Captains, Bi-weekly check in with Staff/supervisors; middle of July partner check-in meeting, weekly themed activities on the Playstreets; data collection begins.

August: Implementation Phase. Weekly Professional Development for Play Captains, Bi-weekly check in with Staff/supervisors continues. Post- assessment of the Play Captains. End of Summer Celebration!

September - October: Assessment Phase. Compile evaluations, post- summer interview with partners, share successes, lessons learned, begin strategizing for next summer and for afterschool programming.

Roles & Responsibilities

Partner Agency

Fab Youth Philly

Identify potential partners, include them in pre-planning and planning meetings as appropriate

- Inform residents of the Playstreets program to help recruit Playstreets in your desired neighborhood
- Recruit staff (both adults and teens)
- Identify a home base/s
- Secure training space
- Help identify 'safe-havens'; work with local police precinct to share daily schedules
- Raise funds
- Secure appropriate insurances if needed (may need additional insurance)
- Participate in planning meetings
- Participate in evaluation & assessment (e.g., surveys, interviews, etc.)
- Help distribute promotional/marketing materials
- If utilizing WorkReady slots, ensure all paperwork is complete, etc.

- Host & facilitate planning meetings
- Coordinate communication across partners
- Assist with recruitment of adults and teens (can share job descriptions, post on social media, etc.)
- Provide training for both adult staff and teen Play Captains
- Work with Parks & Recreation to identify Playstreets
- Meet with Playstreet Supervisors prior to the start of the program
- Develop and share marketing materials & distribute in the neighborhood
- Create daily schedule
- Provide weekly professional development sessions for Play Captains
- Facilitate the collection, analysis and sharing of the street-level data collected throughout the summer
- Assist with fundraising

Budget

We do our best to keep costs as low as possible, however, at it's core, this is a workforce development program and as such, salaries make up the bulk of the costs to run the program. We can work with you to get creative about how to possibly utilize current staffing structures within your own organization, how to utilize WorkReady funds to subsidize youth salaries. (see next page for more on WorkReady).

The budget below is based on 10 teens (two teams, supported by an adult) serving up to 10 Playsteets.

| Item | quantity | rate | # of hours | # of weeks | totals | Utilizing |
|---|----------|----------|------------|------------|-------------------|------------------|
| | | | per week | | | WorkReady |
| Play Captains (teens) | 10 | 8.50 | 25 | 6 | 12,750.00 | 0.00 |
| Senior Play Captains (teens) | 2 | 9.00 | 25 | 7 | 3,150.00 | 3,150.00 |
| Play Captain Group Leader (adult) (1:5) | 2 | 15.00 | 30 | 8 | 7,200.00 | 7,200.00 |
| Play Captain Supervisor (adult) (1:3) | 1 | 20.00 | 30 | 10 | 6,000.00 | 6,000.00 |
| Data Collectors | 2 | 15.00 | 20 | 8 | 4,800.00 | 4,800.00 |
| Youth Programs Manager | 1 | - | - | 52 | 8,749.20 | 8,749.20 |
| Social Worker | 1 | 35.00 | 10 | 52 | 0 | 0.00 |
| Administrative Assistant | 1 | - | - | 52 | 9,200.00 | 9,200.00 |
| Executive Director | 1 | - | - | 52 | 11,310.00 | 11,310.00 |
| Staff SubTotal | | | | | 63,159.20 | 50,409.20 |
| Training Facilitators for Play Captain Training (Consultants) | 2 | 65.00 | 30 | 3 | 11,700.00 | 11,700.00 |
| Evaluation (Consultant) | 1 | | | | 3,800.00 | 3,800.00 |
| Bex Decks Printing | 30 | 15.00 | 0 | 0 | 450.00 | 450.00 |
| Evaluation & Training SubTotal | | | | | 15,950.00 | 15,950.00 |
| Uniform T-shirts, masks (3 per person), water bottles, hats & bags (combined in cost) | 175 | 20.00 | 0 | 0 | 3,500.00 | 3,500.00 |
| Materials & Supplies (COVID-19 cleaning, materials for streets, plus for training for both staff & Play Captains) | 0 | 4,200.00 | 0 | 0 | 4,200.00 | 4,200.00 |
| Final Event/Presentations | 0 | 1,200.00 | 0 | 0 | 1,200.00 | 1,200.00 |
| Supplies SubTotal | | | | | 8,900.00 | 8,900.00 |
| Printing & Marketing (door tags, postcards, posters) | 0 | 2,800.00 | 0 | 0 | 2,800.00 | 2,800.00 |
| Marketing SubTotal | | | | | 2,800.00 | 2,800.00 |
| Rent (July & August) | 1000 | | | 2 | 0.00 | 0.00 |
| Rent Total | | | | | 0.00 | 0.00 |
| PROGRAMATIC COSTS SUBTOTAL | | | | | 90,809.20 | 78,059.20 |
| Payroll, Insurance and processing fee (18% of Payroll) | | 18% | | | 11,368.66 | 9,073.66 |
| SUBTOTAL | | | | | 102,177.86 | 87,132.86 |
| ADMIN | | 10% | | | 10,217.79 | 8,713.29 |
| TOTAL | | | | | 112,395.64 | 95,846.14 |

Working with WorkReady

Utilize WorkReady to fund Play Captain Salaries



Organizations that receive funds from [The Philadelphia Youth Network](#) to run a [WorkReady](#) summer program, can utilize their slots to hire Play Captains. Organizations can also partner with an organization that receives WorkReady funds and serve as a Worksite, which is what Fab Youth Philly does. We partner with Parks & Recreation, who hire and on-board the teens; they also pay the teens wage. We recruit, train and provide daily supervision to those teens. *We are happy to explore with you how this might work for your organization.* There are pros and cons to going this route and the timeline will change significantly in terms of recruitment and on-boarding.

Resources

Links to press, videos of the Play Captains in action on the Playstreets, resources and research.



We've gotten great press from NBC10 and Telemundo TV, have been featured in various newsletters and on social media. [View videos](#) of the Play Captains on the Playstreets and [read our press here](#).

