Idea 7

STORYTELLING IN PUBLIC

Storytelling is one of the best ways to improve language development and get children ready for learning to read and write.

It is also a medium to improve social and emotional bonding between caregivers and children. It contributes to caregiver well-being and reduces their stress. Every community has stories, so it can easily draw on local resources.

Creating storytelling activities for young kids reinforces the idea that language development starts long before children are talking and that simple techniques can have a positive impact on early brain development.

At a glance...

COST

|   | $ | $$ | $$$ |

MAINTENANCE

|   | ○ | ○ | ○ |

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

MINIMUM SCALE

A few square meters

EXISTING IMPLEMENTATION LEVEL

Tested and implemented

Photo: Jon Spaull/Bernard van Leer Foundation
**OUTCOME AREAS**

- Increased frequency of storytelling, singing and reading
- Increased time spent outdoors together by caregivers and children
- Reduced caregiver stress and isolation
- Increased connectivity and trust between caregivers and children from different families
- Increased frequency and efficiency of public space usage

**REAL WORLD EXAMPLES**

- **Tel Aviv, Israel**, recently adapted its storytelling in the park to focus on young children, and combines it with information on how best to tell stories to children to encourage vibrant caregiver–child interactions at home.

- In **Bengaluru, India**, the Kagakka Gubakka initiative uses storytelling to relay myths in the Kannada language, thus also contributing to passing on local identity to children, fostering social and cultural cohesion and healthy brain development for the youngest. Sessions take place in public spaces and encourage the adoption of traditional games for outdoor play.

- In **Jakarta, Indonesia**, 38 Child-Friendly Integrated Public Space (RPTRA programme) managers were trained in 2016 to use storytelling for young children as a method of improving school readiness. These spaces have formed a network of social and green infrastructure in densely populated areas since 2014. They are opened to all, but focus on the needs of children through programming, play spaces, staff and design.

**RELATED IDEAS**

1. Pop-up play
2. Urban stories
3. Temporary play streets