



Embedding Learning through  
Play into Pediatric Care

In collaboration with



inspiring primary care innovation

Supported by

The **LEGO** Foundation

## PROGRAM MANUAL

An overview of Prescription for Play and how play helps your patients learn and grow

### ABOUT PRESCRIPTION FOR PLAY

In collaboration with the Community Health Center, Inc. (CHC) and the Weitzman Institute (WI), Prescription for Play (P4P) is a program managed by the Social Impact and Partnerships department of the LEGO® Group and funded by the LEGO® Foundation. It promotes learning through play by supplying free DUPLO® brick kits and educational materials to pediatric health care providers to deliver to their 18- to 36-month-old patients during routine well-child visits.

Bricks and related educational materials are provided as prompts to engage caregivers around the benefits of play for development of emotional, cognitive, creative, social and physical skills.

Through a virtual hub, the program also provides participating health care organizations and primary care practices resources such as educational materials, trainings, and tools to help providers and site coordinators successfully adapt and expand the program at their sites. Resources for caregivers are available at [LEGO.com/P4P](https://LEGO.com/P4P).

Working together, The LEGO Group, CHC and WI are further strengthening the program by developing trainings and certification credits, improving data collection for formative assessments, and connecting more deeply with the medical community.

### ABOUT THE WEITZMAN INSTITUTE

The Weitzman Institute (WI) is a research, education, and policy center with a specific focus on improving care for medically underserved and other key populations around the country. Established by the Community Health Center, Inc. (CHC) in 2007, WI has grown into a nationally recognized organization with expertise in health services research, telehealth, practice transformation, and workforce training. Its unique environment has enhanced its ability to conduct research and promote innovation aimed at improving outcomes, decreasing health disparities, and developing implementation strategies for evidence-based practices. WI is excited to be partnering with the LEGO Group to bring the Prescription for Play program to clinics nationwide.



## WHO IS ELIGIBLE TO PARTICIPATE?

Any primary care or pediatric practice located in the United States that sees children ages 18–36 months for routine check-ups or well-child visits may participate in the program. The program is not designed for implementation in acute care, chronic care, or hospital settings, nor for children older than 36 months.

Participation in P4P is free and the materials are free. Participating health care providers will need to enroll and watch a training video on how to introduce the program in their practice prior to placing any orders. Practices are encouraged to identify a Site Coordinator to manage the DUPLO® kit ordering and distribution processes.

## WHY PRESCRIBE PLAY?

The importance of play for supporting the healthy cognitive, physical, social, creative and emotional development of children is well established. For children living in poverty and experiencing other forms of traumatic stress, play may offer even more significant lifelong benefits. Play has been demonstrated to be effective at mitigating the impacts of traumatic stress and supporting healthy development, however these populations may be less likely to have access to play outlets in school settings and at home, due to a variety of social and economic factors. Consequently, finding opportunities to promote play for these children is a critical element in promoting healthy development.

Research shows that interventions that educate caregivers on the importance of play for healthy development have shown promise in increasing the likelihood that caregivers will engage in play with their child. Primary care providers and pediatricians, because of their regular contact with children during this period, are in a position to promote this message and help change the knowledge, attitudes, and behaviors of caregivers around play.

## WHAT DOES P4P LOOK LIKE IN PRACTICE?

Implementation of P4P in your well-child visit consists of the delivery of the brick kits and educational materials along with initiation of a conversation about the importance of play with the caregiver of your patient. If time allows, modeling a learning-through-play experience with the child can be beneficial.

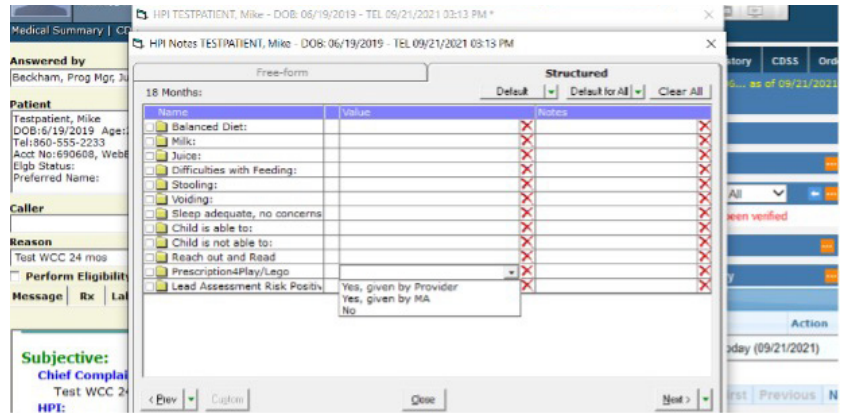
Establishing a procedure for delivering P4P program materials to the exam room, and ultimately the child and caregiver, is essential to the success of the program, based on each site's culture and workflow. Sample workflows follow, and can also be found on [Rx4Play.org](http://Rx4Play.org).

## WORKFLOW EXAMPLES FOR PRESCRIPTION FOR PLAY INCLUDE:

- 1 While the patient is in the exam room, the Medical Assistant (MA) introduces the P4P program to the caregiver, provides the DUPLO® bricks and educational materials and encourages the caregiver to begin playing with their child while they wait for the medical provider. During the routine exam the provider uses the bricks and materials to talk about the benefits of play, and demonstrates guided play activities if time permits.
- 2 The MA or Staff Nurse places the program materials in a bin outside the exam room door for the medical provider to pick up to introduce the program and distribute the program materials during the patient visit.
- 3 The DUPLO® program materials are placed in the exam room alongside any forms that will be distributed at the start of the appointment. The medical provider performs the routine wellness visit and introduces the program to the caregiver and child.

## EHR DOCUMENTATION

It is important that you consult with your administration to establish the best approach for documenting the delivery of the P4P program within the electronic health record (EHR). As an example, consider the image on the right.



## SAMPLE SCRIPTS

Below are sample scripts that you can use and/or adapt to introduce the importance of play to caregivers and patients and demonstrate learning through play. Each script would take approximately 1.5–3 minutes to deliver.

### Medical Provider Script:

*"I am sure you have noticed how Ella is changing practically every day. That's because our brains grow at a faster rate in the first three years than at any other time in our lives. You are the person who can boost her brain development more than anyone else, and it may surprise you to learn that you can do that just by playing with her every day. For example, let's see what she does with these bricks. [Give the child the DUPLO® bricks]: "*

I see! You lined them all up. What does it look like?  
A snake? What sound does a snake make? A banana?  
Yum! Do you like bananas?

Hmmm, what did you build? A duck? A cat? What does a cat say?

Can you find an orange brick? Can you find the biggest one?

I'm hiding a brick behind my back; can you guess what hand it's in?

*"It may not seem like it, but with these simple games, Ella is learning critical skills like problem solving, creativity, confidence and so much more. It doesn't take much to encourage learning. A few key things to pay attention to: 1) watch to see what interests your child and play along; 2) give words to what she's doing; 3) support her, but try and let her do it herself; 4) praise her efforts. [Hand the caregiver the P4P educational brochure] This brochure has some ideas for learning through play. Have a look, and there is more on the website [point out web address]. Have fun!"*

### Medical Assistant/Nurse Script:

*"During Ella's check-up, your medical provider is going to be talking to you about the importance of play for her development. While you wait, here's a DUPLO® kit for her to play with. In the educational material, you'll find some information about how a child learns while playing and some activities for you and Ella. There's also a web address [point out web address and QR code] where you can go to learn more and find more activities.*

*Feel free to open your kit and start building together. Your medical provider will be in shortly!"*

# GETTING STARTED WITH ENROLLMENT

## Keys to success with the P4P program:

**Appoint a Site Coordinator:** Each health care organization should consider appointing someone (e.g., Medical Provider, Medical Assistant, Nurse, Office Support Staff) to assist with program implementation, development, and supply ordering. The staff person dedicated to this site coordinator role may differ depending on what works best for each location. If your organization has many locations, designating a Regional Coordinator might be beneficial. This function can help in the streamlining of ordering and program procedures.

**Have stakeholder buy-in:** Commitment from leadership and colleagues is an important component to the effective launch and operation of the P4P program at your site.

**Spread the word:** The program works best when it is implemented on a site-wide basis with all primary care providers who encounter 18- to 36-month-old patients participating.

## Medical Providers

Frontline pediatric primary care providers are vital to the ongoing success of the Prescription for Play program and are an essential link to educating caregivers on the profound impact that play has on their child's development as well as ordering program materials for their practice. Steps to participate in the program and obtain CME credit:

Each provider must create his or her own individual portal account.

Each provider must watch the required onboarding CME Training for medical providers. This 15-minute training can be completed by logging into your P4P account at [www.Rx4Play.org](http://www.Rx4Play.org) and clicking on "Training for Medical Providers."

Once an account is created, medical providers will not only be able to order program materials but will have ongoing access to additional program resources including future CME trainings.

It is recommended that Medical Practices consider appointing a Site Coordinator to assist with ordering program materials, storage, and accessibility. There is a training video as well as an ordering FAQ document available on your P4P account to assist you.

## Site Coordinators

Medical providers can order program supplies, however if your medical practice chooses to appoint a Site Coordinator, this person will play a key role in the implementation of the program. The staff member assigned to this role will vary based on what works best for each clinic. It could be a Medical Provider, Medical Assistant, Nurse, Office Manager, etc. Steps for the Site Coordinator are below:

Site coordinator must create a portal account.

A brief video on Site Coordinator training, including tips on ordering is recommended before the startup of your program.





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# ORDERING

## Frequently Asked Questions

**Q** How do I determine the amount of supplies I need?

**A** When calculating what you require, please consider:

- The number of medical providers at your clinic site who are participating in the Prescription for Play program
  - The approximate number of well-child visits (18 to 36 months of age) those medical providers will have within a chosen timeframe (e.g., 3, 6, 9 months).
  - Space for storing your supplies. Please order with care, as if you order more than can be stored, they cannot be returned.
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**Q** How often do I give out the P4P Kit?

**A** Each patient should receive one kit during the 18, 24, 30 or 36 month routine wellness exam. One kit per child. However, we encourage you to promote learning through play at all visits. Helpful resources are available at: [Rx4Play.org](http://Rx4Play.org) and [LEGO.com/P4P](http://LEGO.com/P4P).

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**Q** How many of the DUPLO® brick kits and caregiver brochures can I order at once?

**A** The minimum order is 10 boxes and orders must be placed in 10-box increments (10, 20, 30, etc.). There are 25 brick kits and 25 brochures per box. (i.e., 10 boxes = 250 brick kits and 250 brochures). Remember not to order more than you can store at one time.

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**Q** How often can I order P4P supplies for my clinic?

**A** As often as you need to. We recommend frequent monitoring of your stock and allowing about 3 weeks for a new order to arrive.

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**Q** What is the size of each box?

**A** Each shipping box is 15.7 × 9.9 × 8.8 inches and weighs 3.8 pounds. Orders come in multiples of 10 and include 25 sets per box.

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**Q** Who do I contact if I do not receive my order or if my order is incorrect?

**A** For any order issues, please email: [PforP@LEGO.com](mailto:PforP@LEGO.com).

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**Q** Can I be a Site Coordinator for more than one site?

**A** Absolutely.

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**Q** My clinic has more than one site; can I order for multiple locations at once?

**A** Yes, but all orders involving different delivery addresses will need to be made separately. You may order for multiple sites on a single form if all the boxes are shipping to the same address.

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**Q** Are there any costs for me or my organization to participate in this program?

**A** Everything is free to you. We do ask that you set aside time to review the materials and participate in the training.

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## PROGRAM MATERIALS

Each eligible patient/caregiver receives a free DUPLO® brick kit and brochure.

## ACCESSIBILITY AND STORAGE

We recommend choosing a secure place to keep your P4P program materials. You will also need to ensure that it is accessible and convenient for day-to-day use by clinical teams. Consider using a central closet, bookshelf or filing cabinet to store your DUPLO® brick kits and program brochures.

Many Site Coordinators order a supply that will last their site(s) a few months. Ensure that there is adequate storage space in your clinic for supplies you are ordering

## Using [Rx4Play.org](https://Rx4Play.org) and [LEGO.com/P4P](https://LEGO.com/P4P)

Rx4Play.org is a great tool for site implementation resources, CME courses, academic resources, and DUPLO® brick kit ordering information.

You will be notified as new CME training activities are posted to the portal.

The [LEGO.com/P4P](https://LEGO.com/P4P) website contains resources for providers as well as caregiver play resources and additional play activities.

### Helpful Links

[Rx4Play.org](https://Rx4Play.org)

[lego.com/en-us/prescription-for-play](https://lego.com/en-us/prescription-for-play)

[weitzmaninstitute.org](https://weitzmaninstitute.org)