Destination Location:
Audubon Society StoryWalk ®

Greater Boston

Program Goals: Outreach, Community Building and Values Based Education at a destination location

Value based education – Our program featured The PJ Library® book Noah's Bark. The Jewish value highlighted was Caring for Animals (*Tzaar Ba'alei Hayim*).

As a secular partner for this program we chose an organization known for its investment in taking care of animals, Drumlin Farms. Drumlin Farms in Lincoln, MA is a working farm and a Mass Audubon Wildlife Sanctuary devoted to educating the public on the value of environmental stewardship. Holding our program at Drumlin Farms, a well know family destination in the area, broadened the appeal of the program, allowed us to reach out to the Audubon Society membership and provided our families with an opportunity to interact with animals bringing the story of Noah to life for all.

We fell in love with the idea of a Story Walk® and thought it was the perfect vehicle for communicating the central value of our story especially when held at the farm.

Program Overview

Families were greeted at the entrance to the farm where they registered and received name tags and stickers for their free hayride. The schedule of activities was explained and announcements were made. The book was read to families in multiple groups as people arrived.

Families proceeded along the Story Walk trail at their own pace, discovering each page and live farm animals along the way. At various points along the way they could choose to stop and play a game with Noah, enjoy a hayride or visit the PJ information table.
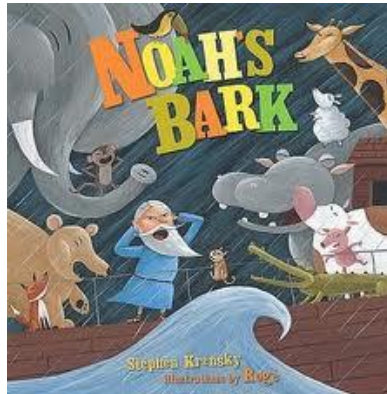
The Story Walk ended in front of the multi-purpose room where the craft project and snack (animal crackers and a drink) were served.

Planning and Program Content:
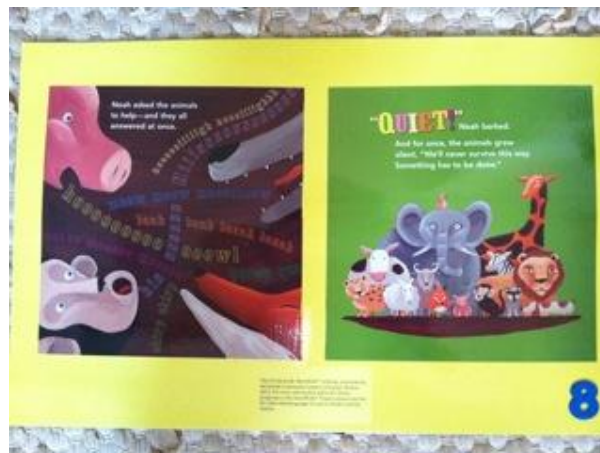
Establish Details of Partnership:
Drumlin Farms was an eager and excellent partner for this program. They agreed to publicize our program in their regular events newsletter to Audubon Society members, provide us with use of their multi-purpose indoor space, and give free hayrides ($1.50 value) to all program attendees.

Choosing a story:

Noah's Bark by Stephen Krensky was selected as the PJ book that fit our theme while providing colorful, eye-catching illustrations, limited amount of text and the fun element of animal sounds.

Creating Story Walk stations

We used two copies of the book to create our stations. The pages were severed and arranged in double page spreads using double stick tape on colored poster board with a 3 inch frame around the pages. We numbered each page with a brightly colored number and laminated the pages with 3mm laminate to the poster board. For additional stability dowels were affixed across the back with Scotch tape on each end like a kite. A single piece of adhesive Velcro was applied down the center of the back of the page. The pages were mounted on one inch wooden garden stakes. The companion piece of the adhesive Velcro was attached to the stake.

Event Planning

Lay out Story Walk stations on site in advance of program

Establish Event Flow

Registration
Story Time Station
Independent Story Walk with visits to Farm stations
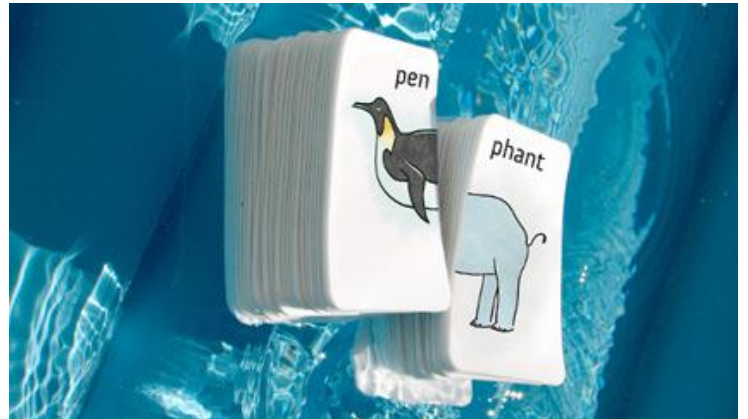Game Station
Information Station
Hay Ride
Finish Walk
Craft Station

Story Time Station

Families gathered for an initial reading of Noah's Bark before going off on their Story Walk adventure. This gave families an opportunity to gather and allowed for opening announcements and gave the children a chance to become familiar with the story and illustrations.

Game Station

The game station was placed half way through our walk. We had a costumed Noah at this station playing a matching game called Splashanimals. ® This toy is sold as a bath toy and is available at amazon.com. Cards are made of sturdy foam. Each card has a drawing of half an animal and half of the animals name printed on it. The game can be played as a straight matching game or as a silly game where children create silly hybrid creatures. Children were encouraged to make the sounds of animals as they played the game. Older children were encouraged to read animal names.

Information Station
Table set with PJ bookrack and upcoming events flyers was placed next to the Game Station.

Craft Station and Snack

Our craft activity was located in the multi-purpose indoor space at the end of the walk. Children were encouraged to create their own wood animals using their imaginations and wood shapes, glue, googly eyes, clothespins, animal print origami paper, felt, and/or textured materials such as cotton, feathers and yarn.

Program Publicity

As part of our partnership with Drumlin Farms our event was listed on their regular activity signs and in their email communications. We also publicized our event via
Monthly PJ Newsletter
Monthly JCC Newsletter across all program areas
Jewish websites
Secular parenting websites
Local newspaper calendar listings
Program flyers

Program Results/Statistics

While we often market and tailor programs to geographic subdivisions of our catchment area, the destination quality of the Drumlin Farm location allowed us to market the event to the entire Greater Boston area.

Statistics
Total # of Families/People attending 59/172
Total # of Families attending their first program with us 17
Total # of town represented by families 26
% of families who are synagogue members – 40%
% of families who self identify as interfaith – 9%

The PJ Library®

StoryWalk™
at Drumlin Farm

For families with children ages 2+

Sunday, October 23 • 10-11:30am

Drumlin Farm
208 South Great Road, Lincoln

Fall in line with the animals at Drumlin Farm.

- Follow the hilarious story of "Noah's Bark" as you visit live animals along the path and help Noah sort out animal sounds
- Craft your favorite animal to take home
- Take a hay ride
- Snack included

Rain date, Sunday, October 30

No charge for Audubon members and under age 2, $5/child, $7/adult, payable at the door

Admission includes access to all Drumlin exhibits, activities and hayride.

For more information, contact metronorth@jccgb.org or 617-841-8009

Register online at jccgb.org/metronorth

A program of

Caring for Generations
JF&CS
Jewish Family & Children's Service

BOSTON JCC

The PJ Library®

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