

FAMILY FARM DAY

JOIN US FOR STORYWALK ON THE FARM
SEPTEMBER 29 AT 1:30 PM AT PEARLSTONE
5425 MT GILEAD RD. REISTERSTOWN MD 21136
\$5 DONATION PER FAMILY TO SUPPORT THIS PROGRAM
CHILDREN'S SNACK IS PROVIDED
BRING A REUSABLE WATER BOTTLE AND MORE PICNIC TREATS TO ENJOY

WWW.CJEBALTIMORE.ORG/STORYWALK



CONTACT LARA: 410-735-5015 OR PJLIBRARY@CJEBALTIMORE.ORG
CONTACT TERI: 410-429-4400 X232 OR VOLUNTEERS@PEARLSTONECENTER.ORG

Appendix A: Marketing flyer

PJ Library Baltimore Presents: PJ Library StoryWalk® on the Farm: “26 Big Things Small Hands Can Do” at The Pearlstone Center, September 29th 2013

Program Goals:

PJ Library StoryWalk® on the Farm: 26 Big Things Small Hands Can Do was developed by Lara Nicolson and Melissa Berman of PJ Library in Baltimore in collaboration with Teri Jedeikin of Pearlstone Center. Our program featured the PJ Library book “26 Big Things Small Hands Can Do” by Coleen Paratore. The objective of this program was to engage families using the methodologies of StoryWalk® and Jewish environmental education. In addition the program incorporated the concepts of literacy, community as well mitzvot, brachot and values related to ‘small’ hands.

The Macks Center for Jewish Education (CJE) partnered with the Pearlstone Center, an agency of the Associated Community Federation of Baltimore. Holding our **StoryWalk®** on the Farm at Pearlstone Center enabled us to develop a richer program that incorporated nature, animals and Jewish environmental experiences.



Program Design and Overview:

The program team chose the book “26 Big Things Small Hands Can Do” after reviewing several other options and themes related to the environment and the upcoming Jewish holidays. We chose this book because it had 26 different activities, could be linked to many Jewish environmental themes and values and the book pages had legible text, colorful images and were attractive to children.

PJ Library Baltimore contacted the publishers of the book and received permission to enlarge and make copies of the book for the purposes of the **StoryWalk®**. Each page of the book was enlarged, laminated and mounted onto a lawn sign (recycled from a previous Pearlstone event). Each sign had the same page on both sides thus could be read from every angle. This design ensured that the signs were robust for use outside and could be used again in the future.

The program was planned over several months and the key decisions included: choice of farm activities/stations, staffing, Jewish educational themes and content as well as marketing (**Marketing flyer- Appendix A**). The team also created an **Activity Chart (Appendix B)** which was used at the program and sent home to support the Jewish concepts learned at the program.

Layout and Stations: See StoryWalk® Map (Appendix C):

The StoryWalk® encompassed 6 stations which illustrated the values and concepts in the book including:

- An opening circle with welcome and singing
- Creating pine cone bird feeders
- Feeding and caring for the farm animals
- Painting a mural with handprints
- Planting and watering on the farm
- A closing session with snacks, then reading and signing the story

A unique feature of this **StoryWalk®** program design was that the book pages were not placed in reading order rather they were grouped around appropriate stations on the farm. Each page in the book is alphabetical and illustrates a different activity for small hands. For W: “Small hands water so gardens will grow”. This page was placed on the Farm, where families planted and watered seeds.

We planned to have 4 groups (lead by trained PJ Library and Pearlstone staff) rotating through the different stations, reading the book signs and completing the appropriate section of their activity charts.

A few months before the StoryWalk®, the team walked the Pearlstone Farm and trails and planned the suitable stations, their locations and which pages of the book would be best matched to these stations. We tried to use mostly recycled materials for our stations and most of our budget was spent on creating the story signs, snacks and photography.

On the Day of the StoryWalk®:

We charged \$5 per family and participants registered in advance though we had some walk-ins. This allowed us to plan for group size, materials and snacks. We had also sent them a pre-event email with program logistics such as appropriate clothing for the outdoors and parking.

The program ran from 1:30pm to 4pm. Families were greeted at the entrance to Pearlstone Center, where we confirmed registration, gave them nametags and allocated them to one of the groups.

The families were then directed to the Opening Circle at the Campfire site. We waited for a critical mass before starting the welcome and explanation of the **StoryWalk®** process and schedule. Then our PJ library staff person lead the whole group in songs related to the theme of the book.

Families then joined one of the 4 groups and were led through the **StoryWalk®** stations for 20 minutes with 10 minutes for walking and switching of materials. Each child was given an activity chart and stickers to complete as they finished each station. The **StoryWalk®** ended at the Pearlstone sukkah with healthy snacks and drinks. Then the full story was read in order and accompanied by a sign-language interpretation (which was also linked to one of the pages in the book: "Small Hands Sign").

Station Details:

- **Opening circle with welcome and songs:** This station was led by a PJ library staff member and was intended as a welcome for all the families and an explanation of the **StoryWalk®**. The songs were related to small hands and actions that hands could do, some songs were sung in Hebrew.
 - Station Theme: Welcoming Guests/ Hachnashat Orchim.
 - Related Book Pages: Small Hands... applaud; invite new friends to play; join; make music.
- **Creating pine cone bird feeders:** This station was led by a Pearlstone Staff member. Families were encouraged to hunt for pine cones in the forest. They brought them back to a craft table where they made bird feeders with Crisco and seeds. These feeders were hung with string in the trees on the farm or placed in bags for children to take home.
 - Station Theme: The Greatness of All of G-d's Creation/Mah Rabu Ma'asecha.
 - Related Book Pages: Small Hands... build; uncover beautiful things.
- **Feeding and caring for the farm animals:** Families entered the farm enclosure for the goats and chickens with Pearlstone staff. They were encouraged to feed and pet the animals gently.
 - Station Theme: Caring for all Living Creatures/Tza'ar Ba'alei Chaim
 - Related Book Pages: Small Hands. kindle kindness; feed; give gifts made with love.
- **Painting a mural of handprints:** Children and parents were asked to use their hands and colored paints to create a community rainbow mural. This station was led by PJ Library staff.
 - Station Theme: All Jews are Responsible for Each Other/Kol Yisrael Areivim Zeh Ba'Zeh
 - Related Book Pages: Small Hands... color rainbows red, yellow and blue; draw too.
- **Planting and watering on the Farm:** Families volunteered on the Pearlstone Farm- they prepared the soil, planted seeds and watered them with a Pearlstone staff member.
 - Station Theme: Protecting the Earth/Shemirat Ha'adamah
 - Related Book Pages: Small hands... explore the earth for treasures; help; volunteer; water so gardens will grow.
- **Closing activity with snacks, then reading and signing the story:** All the participants joined together for a snack. We first said the relevant brachot and then ate. While they were eating, the story was read and also signed for them by PJ library staff members.
 - Station Theme: Blessing/ Brachah
 - Related Book Pages: Small hands...help; recycle; teach; sign.

Pages placed at exit (as attendees left): x and o; yes! hurray, high five; zzz goodnight, final page of story.



Take Home: The Activity Chart

The team designed an Activity Chart that was completed on the day of the **StoryWalk®**. Each child placed sticker on the activity they did at each station. For example at the **Planting Station** the theme was **Protecting the Earth/Shemirat Ha'adamah and the chart explained the mitzvah: Adam lived in the Garden of Eden and was instructed to both work the land and take care of it. We emulate Adam and take responsibility for protecting the earth. What do you do to care for the earth?**

The chart included additional activities for the children and parents to complete at home. The chart was also placed on our website so families could print out more copies and use again.

Storywalk Program Marketing

- Flyers distributed at PJ Library and Pearlstone programs as well as local Associated Federation partner events.
- E-blast to PJ library subscribers and Pearlstone members and volunteers
- Monthly PJ Newsletter
- Kveller Baltimore calendar
- Baltimore's Child website
- Baltimore Patch
- Word of Mouth
- CJE Website
- Pearlstone Website

Program Results/Statistics (See Program Evaluation Appendix D)

- 67% of the respondents reported that their children liked the event 'a lot' and 22% reported that their children liked it "some".
- Among the families who received the *26 Big Things Small Hands Can Do* activity chart, 25% reported that they learned 'a great amount' and another 63% said they learned "some" about Jewish topics/ideas.
- Total # of Families/People attended: 22/125
- Total # of Families attending their first PJ Library program: 9 (44%)
- % of families who are synagogue members – 67%

Appendix B: Activity Chart

26 Big Things Small Hands Can Do: Jewish Activities for Me...and You!

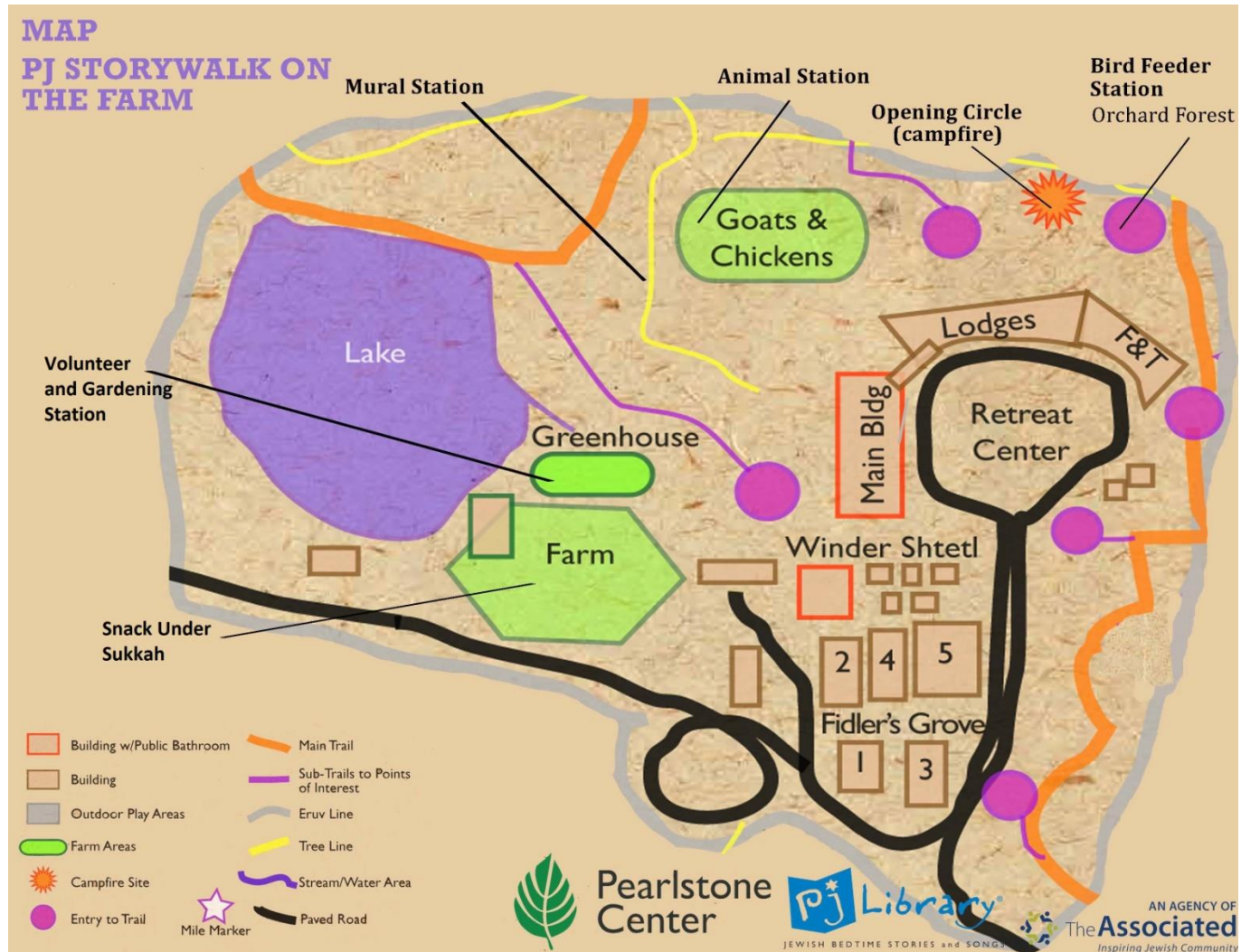
Storywalk Activities	Jewish Value, Mitzvah or Brachah	Sunday at the Farm	Monday	Tuesday	Wednesday	Thursday	Friday	Shabbat	Sunday
Opening Circle	Welcoming Guests • Hachnashat Orchim • הכנסת אורחים Abraham and Sarah, the first Jews, modeled welcoming behavior by preparing a feast and making sure their guests were comfortable. How do you welcome guests?								
Building a Bird Feeder	The Greatness of All of G-d's Creation • Mah Rabu Ma'asecha • מה רבו מעשך ה' G-d created all creatures to be special and we can learn from every living creature. For example, the Rabbis quoted in the Mishnah point out that we can learn industriousness from an ant and modesty from a cat. A bird feeder gives you a chance to watch the animals up close. What do you learn from the animals?								
Community Mural	All Jews are Responsible for Each Other • Kol Yisrael Areivim Zeh Ba'Zeh • כל ישראל ערבים זה בזה Jewish people are responsible for each other's wellbeing. Every person, no matter how small, is a treasured member of the community. What do you do to help another person?								
Feeding the Animals	Caring for all Living Creatures • Tza'ar Ba'alei Chaim • צער בעלי חיים In the ark, Noah and his wife Na'ama were busy feeding all of the animals. Jewish people are required to feed their animals before they themselves sit down to eat. How do you take care of your pets or other creatures?								
Planting and Watering	Protecting the Earth • Shemirat Ha'adamah • שמירת האדמה Adam lived in the Garden of Eden and was instructed to both work the land and take care of it. We emulate Adam and take responsibility for protecting the earth. What do you do to care for the earth?								
Snack	Blessing • Brachah • ברכה We thank G-d before and after we eat for creating food that sustains us. How do you show thankfulness for your food?								
Other Activities Our Hands Can Do	Jewish life is full of ways we can use our hands to celebrate or help. Below are some activities you did not complete on the farm that you can try at home.								
Saying Shema שמע	The Shema is a central prayer in Judaism that proclaims our belief in one G-d. We say the Shema several times a day including right before we go to bed. When reciting it, we cover our								
Giving Tzedakah צדקה	Tzedakah literally translates as an act of righteousness which is how we interpret our obligation to take care of those less fortunate. Have you put a penny in the tzedakah box (pushka) and decided to which worthy cause you would like to contribute?								
Lighting Shabbat Candles נרות שבת	As we welcome Shabbat , we light at least two candles. Before reciting the blessing, pass your hands over the candles three times and cover your eyes. As we usher in Shabbat, we also usher in a sense of serenity and with eyes covered we can have a special moment of private prayer. How do you welcome Shabbat?								



For more information please visit:
<http://www.cjeb.org/jresources>



Appendix C: StoryWalk Map



PJ Library Conference 2014: Marketplace Submission
StoryWalk Baltimore

Appendix D: Program Evaluation

PJ Library Storywalk at the Pearlstone Center

Prepared by: Ukeles Associates, Inc.

October 17, 2013

Methodology:

- Brief email survey transmitted to 22 families who attended the event and who provided email addresses.
- A response rate of 41% (9 responses) was obtained.

Jewish Demographics:

- 89% of the families are Jewish. (1 of the 8 responding families was not Jewish.)
- 67% of the Jewish families are synagogue members.
- Overall, 44% of all families have a child in a Jewish pre-school.

Attitudes about the Event

- 67% of the respondents reported that their children liked the event ‘a lot’ and 22% reported that their children liked it “some”.

Source of Information about Program

- 67% of those who attended heard about the event from the PJ Library mailing and 33% heard about it from the JCC.

Educational Material

- 78% reported receiving PJ Library and Pearlstone marketing material at the event.
- Among (the 7) families who read the material, 25% (n=2) reported that they became ‘a lot’ more aware of other local Jewish activities for children and another 63% (n=5) said they became ‘somewhat’ more aware.
- Among the 89% (n= 8) families who received the *26 Big Things Small Can Do* activity chart, 25% (n=2) reported that they learned ‘a great amount’ and another 63% (n=5) said they learned “some” about Jewish topics/ideas.
- None (0) of the synagogue members reported learning ‘a great amount’ from the activity charts whereas 67% (n=2) of the non-synagogue members reported learning ‘a great amount’.

Attitudes Regarding Activities

- Overall, 89% indicated that they are ‘interested in learning more about Jewish topics/issues’. (75% (n=6) of the synagogue member families indicated that they would be interested in learning more about Jewish topics as did 67% (n=2) of the non-synagogue member families.)

PJ Library:

- Overall, 100% of the respondents receive monthly PJ Library books (100% of synagogue and also 100% of non-synagogue members) and 56% had attended another PJ Library event.
- 44% had previously attended an event at Pearlstone.

Activity Ratings

Activity	Liked A Lot	Liked Some
Feeding the animals	67%	11%
Building a bird feeder	67%	11%
Snack in Succah	67%	11%
Doing the Storywalk	56%	22%
Planting & watering	44%	11%
Community mural	44%	11%
Story-time	22%	11%
Opening Circle & welcome	11%	33%

- Non-synagogue members indicated greater preference for *Doing the Story-walk* than the synagogue members and also gave higher ratings to the *Planting and Watering* and to the *Community Mural* activities than the synagogue members.

Opportunities to Connect During Event

- 67% reported that they had an opportunity to socialize with other parents during the event.
- 78 reported that they had an opportunity to socialize with the staffs of PJ Library and/or Pearlstone.

- Synagogue members were substantially more likely to connect with other families than non-synagogue members and also more likely to connect with the PJ Library and Pearlstone staff than non-synagogue members.

Future Interest

- 78% indicated that they were interested in learning more about Jewish topics/issues. (83% of synagogue members and 67% (n=2) of non-synagogue members indicated such interest.

Comments

- *I thought it was a little over the head of my 2.5 year old. I love the idea of a Storywalk. The person leading our Storywalk didn't understand the developmental ages and needs of the students.*
- *I think some of the activities should have been geared towards younger children.*
- *A little more organized but I know it was the first time this was done.*
- *Water to drink along the trail...otherwise it was fabulous!!!*