

Block Kids Program Introduces School Children to Construction

In 1989, The National Association of Women in Construction (NAWIC) introduced the Block Kids Program. The program, administered by the NAWIC Education Foundation, has grown from a handful of participants to 22,000 children participating in 137 cities in the US and Canada. The program is aimed at elementary school children in grades one through six, where it introduces the construction industry to the children while they are still in their formative years. It attempts to create an awareness of the many job opportunities in construction, and motivates children to choose a career among construction's many facets. The program gives children one hour to build a structure of their choice and challenges them with 100 interlocking blocks, a length of string, a piece of foil, a square of Styrofoam, a small rock and a sheet of posterboard. Projects are judged by veterans of the construction industry for creativity, imagination, design, use of materials, enthusiasm and attention to detail. This competition helps youngsters realize that building is an adventure and requires people in many functions to make it all happen. Winning structures are entered in a regional and national competition. Prizes consist of savings bonds to aid with a child's education.

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