

Center for SCREEN-TIME Awareness

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UNIVERSAL SCREEN-TIME REDUCTION: A lifestyle for the 21st Century Fact Sheet

USTR is a project of Center for SCREEN-TIME Awareness, an international nonprofit organization based in Washington, DC with a focus of providing information so individuals can lead healthier lives in functional families in vibrant communities by taking control of the electronic media in their lives and not allowing it to control them.

CSTA has taken the lead on reducing the negative impact of excessive use of screens in our lives, promoting mastering of technology without being consumed by it. As an organization we favor individuals and families making their own determination as to what works for them with limited or no governmental intervention. Our goal is to demonstrate to industry that by serving the best needs of their constituents, the consumer, business and community all prosper.

USTR was developed based on a grant we received from the Robert Wood Johnson Foundation. Through that effort it became ever so clear that if we are to take on the challenges facing us, including obesity, illiteracy, violence and the breakdown of family and community, we had to work on the bombardment of messages that permeate our lives, confusing us and making it difficult to come to a reasonable conclusion on what is best for us and our families.

USTR is designed to promote activities, programs, organizations and businesses that encourage and facilitate a healthy lifestyle, education and basic values. This includes family dinners, game nights, reading, physical activity, community service and investment of time and energy in family, friends and community.

The USTR program will begin its roll out publicly in the fall of 2007, where we will reach out to schools, organizations, governmental agencies and business to provide alternatives to the things in our lives that lead us to be sedentary and solitary.

Ample research demonstrates that an active body and an active mind lead to a more productive individual and the same is true for communities, regions and nations. Our objective is to see more healthy people in functional families in vibrant communities.

You can find some of this important research at:

<http://www.cmch.tv/research/semanticSearch.asp>

For other information, please contact us at 202-333-9220 or via email at rkesten@screentime.org.