

**Turn Off TV...
Turn On the
Possibilities**

TV Turn-Off Week

"I really didn't like TV Turn-off week except I did notice that my grades went up and I was in a good mood all week..."

Drew Henderson, 2nd Grader, Pennsylvania

What is TV Turn-Off Week?

The average family spends 4-5 hours every day watching TV but only 35 minutes having a meaningful conversation. TV Turn-Off Week started in 1994 after concerns about the health, social and educational impact television viewing was having on our young people, TV Turn-Off week is a grassroots event endorsed by over 65 national organizations including the American Medical Association, the American Academy of Pediatrics and the National Education Association.

Kids and families pledge to turn off their TV for the week and find out the wide range of possibilities open to them when the Television is not a part of their lives.

This information packet contains a CD-Rom with a Powerpoint presentation you can use in a classroom setting, handouts, Award certificates, resource guide, poster and information to help you and your students ***Turn Off TV – Turn On the Possibilities.***

Kitsap County Health District
Community Health Promotion
Health Living Program
Pat Degracia
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Television and Violence

By the time the average American child is 18, they will have witnessed over 16,000 murders and 200,000 acts of violence on television.

10% of all youth violence is directly attributable to viewing violent television.

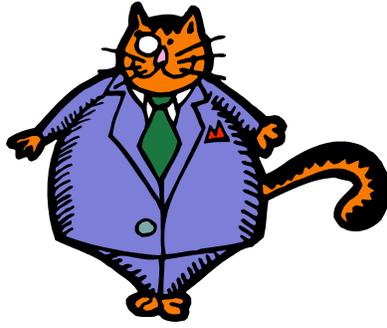
More disturbing, over 90% of children say they feel scared or upset by what they see on television.

It's a Mean, Mean, Mean World

People who watch television often develop what is known as “Mean World Syndrome”, a type of depression where they tend to view the world at large as a dangerous or terrible place filled with acts of violence.

Television news programs are largely responsible for this. Ever noticed the “rhythm” of news program? There is a dramatic headline (*Man kills six! Coming up next!*) then a commercial break...then the story you are waiting for will come up after the commercial break. Sadly, this is calculated by networks to keep viewers “glued “ to the set so that they will stay to watch the commercials. Marketing studies show that people who are sad or fearful tend to buy more things in an effort to feel better.

By focusing primarily on violent, dramatic events television news creates a sense of fear in viewers. By participating in ***Turn Off TV – Turn on the Possibilities*** families find that they find much better things to think about than just the negative things that go on in the world.



Television and Obesity

One in five American children is overweight and half of those are severely overweight.

This hasn't been the case all along – in 1965 only 5% of children in this country were overweight. Television has come to replace many of the activities that children participated in generations ago. Instead of playing outside, participating in sports or outdoor activities – the average child today spends four to five hours daily in front of the television.

Television promotes poor nutrition and eating habits

Nutritional information of television is frequently distorted or incorrect with companies making outrageous advertising claims about the health and vitality their products provide.

Watch Saturday morning cartoons with your favorite youngster and note just how many ads appear for sugary cereals, snack foods and fast food places. You'll be surprised.

In an average four hours of Saturday morning cartoons your child will view over 200 advertisements for junk foods and candy.

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TV Turn-Off Week: www.tvturnoff.org

Northwest Center for Excellence in Media Literacy

Kitsap County Center for Excellence

<http://depts.washington.edu/nwmedia/>

Life with less TV?

Turn it off and Fight Obesity

One American child in five is overweight, half of them severely so. Much of this problem stems from a combination of inactivity and poor eating habits. Turn off the TV and you will have more time to be active, and none of you will be spending your valuable time watching ads that entice you to eat high-fat, high-calorie, processed foods. National “Turn TV Off Week” is April 25 – May 1st. www.tvturnoff.org



Turn it off and See Less Violence American children typically see 200,000 violent acts on TV by the time they reach 18, including 16,000 murders. 91% of children say they feel scared or upset by violence on television. Watch less TV – play games, read, do projects, or take walks – and your kids will have more reassuring things to think about.

National “Turn TV Off Week” is April 25 – May 1st. www.tvturnoff.org

Find Time For Your Family More than 50% of American households have three or more TV sets. The hours we spend watching TV translate into two full months in front of the television each year – that’s nine years of watching television by the time you’re 65 years old. By watching less TV, you can take back some time to spend with your family. National “Turn TV Off Week” is April 25 – May 1st. www.tvturnoff.org

Save Money! American children typically see 40,000 television commercials each year. Over ninety percent of the advertising budget of the toy industry is spent on TV commercials aimed at your kids. If you’d like to decide for yourself what your family should spend, and reduce the access that advertisers have to your children, turn off the TV. You’ll be amazed at the difference it makes for the whole family. National “Turn TV Off Week” is April 25 – May 1st. www.tvturnoff.org

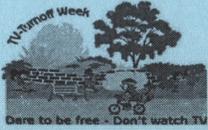
Help Your Child Prepare for School. School –aged children typically spend more time in front of the television than they do in the classroom. Children where the TV is usually on are significantly less likely to be able to read by age 6 than children in homes where the TV is not left on. Your preschooler doesn’t need to expect TV to be his or her entertainment. National “Turn TV Off Week” is April 25 – May 1st. www.tvturnoff.org

Suggestions from TV-savvy families

Establish some regular TV-free nights.

There are plenty of other things to do. And leave it to your kids to figure some of them out themselves. Have game nights and story nights. Work a family puzzle over a weekend. “It’s not as hard as you think it is! Three, six months down the road you’ll forget how much you watch.” National “Turn TV Off Week” is April 25 – May 1st. www.tvturnoff.org

Keep family meals TV-free. Put on some music. Ask everyone to tell you what was the best thing that happened to them that day, and why. Keep mornings before work and school TV-free. “We eat dinner together; we communicate. The children don’t expect to watch TV. They don’t parrot back the stuff heard on TV. It’s not woven into their lives – it’s great!” National “Turn TV Off Week” is April 25 – May 1st. www.tvturnoff.org



Turn Off The TV And Turn On The Possibilities

Please answer the following questions and return to KCHD

1. How easy was the teachers guide to use?
Very Easy Easy Difficult Very Difficult
2. How would you rate the program on understandability?
Very Easy Easy Difficult Very Difficult
3. Did this information fit into your curriculum? Yes No
4. How many children participated in the program? _____
5. How many total hours were cut during *TV Turn Off Week*? _____
6. What worked and/or did not work? What would you do differently?



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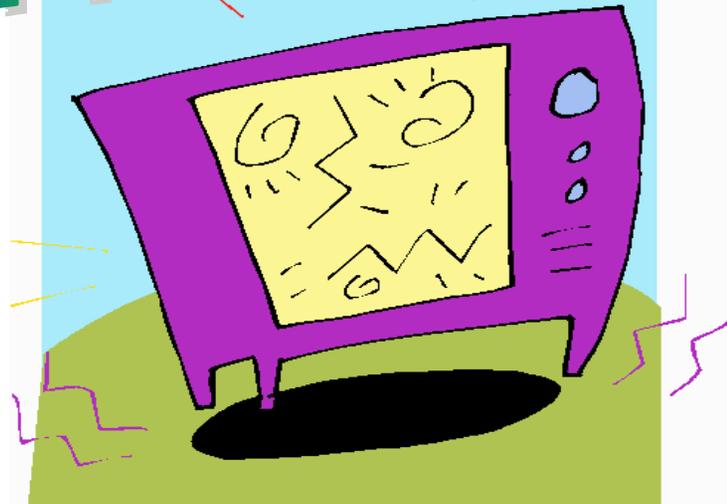
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Great Accomplishment...
CONGRATULATIONS!

Turn It Off



Date

Presented by

Developed in collaboration with

Naval Hospital Bremerton

Health promotion

Kitsap County Health District

Community Health Promotion

Media Literacy

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