

Directive to Administrators (Specify which administrators)	WAD (Wednesday) Publication Date	WAD Notice ( Number )	No. of Pages
All Administrators	April 7, 2010		1 of 7
WAD Title ( Limit to 4-6 Words )		Date Due (if applicable)	Not Applicable After this Date:
TV-Turnoff Challenge and Resources		April 30, 2010	N/A
From: Meyla Ruwin (Cabinet member or approved by one below)	Title: Senior Executive Director, Student Support Services	Signature:	Telephone: 242-2615
Inform:			
( x ) Certificated Staff    ( x ) Classified Staff    ( x ) Parents    ( x ) Post on Bulletin Board    Other _____			

Administrative Directive

## TV-TURNOFF CHALLENGE & RESOURCES 2010

**WHO:** All SFUSD Staff

**WHEN:** The week of **April 19 – April 25, 2010**

**WHAT: TV-Turnoff Challenge 2010:**

- Encourage students and families to turn off their TVs, computers and video games in order to pursue physical activities and a healthier lifestyle.
- Aligns with SFUSD’s standardized testing. A good night’s sleep, no TV and a healthy breakfast will help students perform better on tests this week and year-round! This is an excellent time to practice healthy breakfast habits and a no-TV policy.
- Currently, about **12% of elementary school students** report watching TV for three or more hours on an average school day. At the MS and HS levels, where students’ reports of watching TV *and* playing video games are monitored, results show that **50% of middle school students and 53% of high school students** report three or more hours of screen time (i.e., TV and/or video games) per average school day. In addition, about **17% of MS students and 13% of HS students** report *six or more hours* of screen time per average school day (Source – Elementary Level: California Healthy Kids Survey and Secondary: Youth Risk Behavior Survey 2009).

**HOW:** Copy the enclosed resources to share with classroom teachers and families.

**Attached, you will find activities to do in class and with parents/caregivers, including:**

- A TV-Turnoff Challenge: win a classroom strawberry party at the elementary, middle and high school level
- 50 Ways to Leave Your Sofa
- Alternatives to Screen Time
- Facts and Figures about our TV Habits

**Thank you for your participation in TV-Turn Off Week!**

Please contact Kim Levine  
at Student Support Services Department  
if you have any questions at 242-2615.

<i>Approved</i>	Cabinet Member: <b>Trish Bascom</b>	Title: <b>Associate Superintendent of Student Support Services</b>	Signature:
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# TV-Turnoff Challenge 2010

**April 19-25, 2010**

## **Instructions:**

- 1) Complete the following sections **during the week of April 19-25, 2010:**
  - *TV-Turnoff Pledge*
  - *TV-Turnoff Tracker*
  - *How Did You Do?*
  
- 2) Have teacher submit an envelope with the completed classroom forms (mentioned above) **by April 30, 2010** through inter-office mail to:

**Kim Levine**  
**Student Support Services Department**  
**1515 Quintara Street**

**Please include the total number of students in your class.**

- 3) **One class at each level (elementary, middle and high school) with the highest percentage of screen-free students will win a prize of a classroom strawberry party.**

TV-Turnoff Challenge 2010

April 19-25, 2010

**TV-Turnoff Pledge**

I, \_\_\_\_\_, will be screen-free for one week from April 19 to April 25, 2010, and add more physical activity every day. I will also help my family be more physically active.

School \_\_\_\_\_ Teacher \_\_\_\_\_ Grade \_\_\_\_\_ Period \_\_\_\_\_  
# of Students in Class \_\_\_\_\_

**TV-Turnoff Tracker**

Instructions: For each day this week, check the statements that are true for you.

	Mon 4/19/10	Tue 4/20/10	Wed 4/21/10	Thur 4/22/10	Fri 4/23/10	Sat 4/24/10	Sun 4/25/10
I was 100% screen-free today.							
Yes or No							
I was active for _____ minutes today	___ mins	___ mins	___ mins	___ mins	___ mins	___ mins	___ mins
For physical activity, I _____ (examples: ran, biked...)							

How Did You Do?

Please check one answer in each section.

**PART A**

- I spent less time than usual in front of a screen this week.
- I spent the same amount of time as usual in front of a screen this week.
- I spent more time than usual in front of a screen this week.

**PART B**

- I was less physically active than usual this week.
- I did the same amount of physical activity as usual this week.
- I was more physically active than usual this week.

# TV-Turnoff Challenge 2010

**April 19-25, 2010**

## 50 Ways to Leave Your Sofa

1. Go for a walk or walk the dog.
2. Go ice skating or roller skating.
3. Take a lesson - swimming, dancing, gymnastics.
4. Hike, bike, do what you like!
5. Turn on the radio and dance.
6. Play Frisbee.
7. Play pick-up...basketball, soccer, touch-football.
8. Play tennis or badminton.
9. Go bowling.
10. Walk to and through a museum or art gallery.
11. Play ping pong (use your kitchen table).
12. Rent a canoe or kayak and go for a paddle.
13. Walk to the library and get a book.
14. Organize a community clean-up.
15. Go fishing.
16. Go camping (even in the backyard).
17. Blow bubbles and try catching them.
18. Organize a scavenger hunt for your family and friends.
19. Fly a kite.
20. Vacuum with vigour! Start your spring cleaning.
21. Create sidewalk art with chalk.
22. Play croquet.
23. Go bird watching.
24. Jump rope.
25. Plant a vegetable or flower garden.
26. Play ball! Kick, catch, roll, and throw!
27. Play Capture the Flag.
28. Play charades.
29. Play "Follow the Leader" or "Simon Says".
30. Climb a tree.
31. Find some old clothes to play dress-up.
32. Do yard clean-up.
33. Get involved in martial arts or karate.
34. Help wash the car or your bike.
35. Play footbag (or Hacky Sack).
36. Go to the driving range or play mini-golf.
37. Visit a local farm.
38. Participate in a recreation program.
39. Try to Hula-hoop.
40. Create your own twister board and play.
41. Re-discover the backyard or a local park.
42. Play tag, hopscotch, hide and seek.
43. Take a nature walk – visit a neighborhood creek or trail.
44. Try a Pogo stick or Pogo ball.
45. Walk to the beach and hunt for shells and rocks.
46. Go puddle jumping.
47. Do a physical activity circuit in your home.
48. Play hockey.
49. Try skateboarding, scooters or in-line skates.
50. Get wet: go swimming, play water polo, try an aquafit class, play in the water.

**Be safe and remember some activities may require adult supervision**

# Alternatives to Screen Time

## The Family Channel

Use these tips during TV-Turnoff Week and beyond to decrease your family's screen time.

1. Move the television set(s) to less visible locations. TV is far less tempting when it is not accessible. Never put a television set/video game system in a child's bedroom. They draw children away from family activities and distract them from homework, thinking, reading, and sleeping.
2. Hide the remote control.
3. Plan your TV viewing. Turn on the TV just when your favorite show starts. Turn it off when the program ends.
4. Consider taping your show, so you can fast-forward through the commercials!
5. Avoid using TV, Internet and computer games as a babysitter. Involve children in household activities and meal preparation.
6. Use physical activity as a reward, rather than screen time (TV, computer, video games).
7. Don't fret if children claim "I'm bored!" For children, boredom often leads to creativity and physically active play.
8. Attempt to break your TV watching patterns. If you notice you like to watch TV after the dishes are done, plan to go for a walk instead.
9. Make sure your caregiver or sitter follows your TV/computer rules.
10. Start young. Develop good TV and Internet habits before your child starts school. As they grow older, it will become more difficult for you to enforce restrictions or influence their tastes.
11. Set a good example! You are the most important role model in your child's life. Limiting your own TV and computer use as well as carefully selecting the programs you watch will help your child do the same.

### Sources:

- Media Awareness Network.
- *One hour of structured play does not make up for 23 hours of being inactive.* Dr. Mark Tremblay

# Facts and Figures about our TV Habit



Real Vision

## I. TV Undermines Family Life

- 1) Time per day that TV is on in an average US home: 7 hours, 40 minutes
- 2) Amount of television that the average American watches per day: over 4 hours
- 3) Time spent daily with screen media for U.S. children age six and under: about 2 hours
- 4) Percentage of US families with children age 0-6 with at least one television: 99
- 5) Percentage of US households with 3 or more TVs (2003): 50
- 6) Percentage of parents who say that if they have something important to do, it is likely that they will use the TV to occupy their child: 45
- 7) Percentage of Americans who always or often watch television while eating dinner: 40
- 8) Percentage of Americans who say they watch too much TV: 49
- 9) Time per week that parents spend in meaningful conversation with their children: 38.5 minutes
- 10) Percentage of 4-6 year-olds who, when asked, would rather watch TV than spend time with their fathers: 54

## II. TV Harms Children and Hampers Education

- 1) Average number of hours per week that American one year-old children watch television: 6
- 2) Number of hours recommended by the American Pediatric Association for children two and under: 0
- 3) Average daily time American children under age two will spend in front of a screen: 2 hours, 5 minutes
- 4) Average time per week that the American child ages 2-17 spends watching television: 19 hours, 40 minutes
- 5) Hours of TV watching per week shown to negatively affect academic achievement: 10 or more
- 6) Hours per week that non-African-American teens (12-17) spend watching primetime TV (8-11 p.m. daily): 5:26
- 7) Hours per week that African-American teens spend watching primetime TV: 7:37
- 8) Percentage difference (African Americans vs. non-African-Americans): 40.2
- 9) Percentage of children ages 8-16 who have a TV in their bedroom: 56
- 10) Percentage of children age 6 and under who have a TV in their bedroom: 36
- 11) Percentage of children age 6 and under with a VCR or DVD player in their bedroom: 27
- 12) Percentage of those children who usually watch television in their bedroom: 30
- 13) Percentage of television-time that children ages 2-7 spend watching alone and unsupervised: 81
- 14) Percent of total television-time that children older than 7 spend without their parents: 95
- 15) Percentage of parents who would like to limit their children's TV watching: 73
- 16) Percentage of day care centers that use TV during a typical day: 70
- 17) Hours per year the average American youth spends in school: 900
- 18) Hours per year the average American youth watches television: 1,023
- 19) Percentage of self-professed educational TV that has little or no educational value: 21
- 20) Chance that an American parent requires children to do their homework before watching TV: 1 in 12
- 21) Average time per day American children spend in front of a screen of some kind: 4 hours, 41 minutes
- 22) Percentage of young adults who admit to postponing their bedtime for the internet or TV: 55
- 23) Percentage of 4-6 year olds in homes where the TV is usually or always left on who can read: 34
- 24) Percentage of 4-6 year olds in homes where the TV is not usually or always on who can read: 56
- 25) Amount of time children age 4-6 and under spend daily, on average, with screen media: 2:10 hours
- 26) Amount of time children age 6 and under spend daily, on average, reading or being read to: 41 minutes

## III. TV Promotes Obesity

- 1) Adults in US technically obese: 1 in 3, or 62 million
- 2) Percentage of American children who were seriously overweight in 1964: 5; 2003: more than 15
- 3) Amount of daily moderate physical activity recommended for children: 60 minutes
- 4) Percentage of young people who report having had no recent physical activity: 14
- 5) Factor by which men who watch more than 21 hours of TV a week increase their risk of Type 2 diabetes: 2
- 6) Percentage chance that an overweight adolescent will become an overweight or obese adult: 70%
- 7) Percentage higher health cost for Kaiser Permanente members with Body Mass Index of 35 or higher: 44
- 8) Percentage of dollars spent on clothing for men and women's plus sizes: 23
- 9) Economic cost of obesity in the United States in 2000: \$117 billion

## IV. TV Promotes Violence

- 1) Number of violent acts the average American child sees on TV by age 18: 200,000
- 2) Number of murders witnessed by children on television by the age 18: 16,000
- 3) Percentage of youth violence directly attributable to TV viewing: 10
- 4) Percentage of Hollywood executives who believe there is a link between TV violence and real violence: 80
- 5) Percentage of children polled who said they felt "upset" or "scared" by violence on television: 91
- 6) Percent increase in network news coverage of homicide between 1993 and 1996: 721
- 7) Percent reduction in the American homicide rate between 1993 and 1996: 20
- 8) Percent increase in number of violent scenes per hour on 10 major channels from 1992 to 1994: 41
- 9) Percentage of programs that show the long-term consequences of violence: 16
- 10) Percentage of violent programs that emphasize an anti-violence theme: 4

RealVision, an initiative to raise awareness about television's impact on us, is a project of TV-Turnoff Network, 1200 29th Street, NW, LL #1 Washington, DC 20007  
P (202) 333-9220 F (202) 333-9221 www.tvturnoff.org



## Facts and Figures, continued

### V. TV Promotes Overconsumption

- 1) Number of TV commercials viewed by American children a year: 40,000
- 2) Age by which children can develop brand loyalty: 2
- 3) Number of TV commercials seen by the average American by age 65: 2 million
- 4) Percentage of toy advertising dollars spent on television commercials in 1997: 92
- 5) Amount spent on television advertisements directed at young children in 1997: \$1.3 billion
- 6) Percentage of local TV news broadcast time devoted to advertising: 30
- 7) Total amount of money spent in 1999 to advertise on broadcast television: \$40 billion
- 8) Net worth of the typical middle-class American household after accounting for debts: less than \$10,000
- 9) Percentage of American children age six and under who have products based on characters from TV shows or movies: 97

### V. TV Squelches Political Awareness

- 1) Money spent on ads for the major presidential candidates between June 1, 2000 and September 13: \$63 million
- 2) Money spent on issue ads between January 1, 1999 and August 30, 2000: over \$342 million
- 3) Percentage of those which were attack ads: 61
- 4) Amount of time broadcasters must provide to candidates free of charge under the 1996 Telecommunications Act: 0
- 5) Value of public airwaves allocated to broadcasters at no cost under the 1996 Telecommunications Act: \$70 billion
- 6) Amount spent on lobbying by TV broadcasters and the National Association of Broadcasters in 1996: \$4 million
- 7) Number of network news stories about the environment in 1990: 377; 1996: 113
- 8) Percentage of Americans who can name The Three Stooges: 59
- 9) Percentage of Americans who can name three Supreme Court Justices: 17

### Source Key

#### I. Family Life

1) Nielsen Media Research, 2000. 2) *ibid.* 3) "Zero to Six: Electronic Media in the Lives of Infants, Toddlers, and Preschoolers," Kaiser Family Foundation, Fall 2003 4) *ibid.* 5) *ibid.* 6) *ibid.* 7) National Institute on Media and the Family, 1999. 8) Fahey, Valery. "TV by the Numbers." *Health*. Dec/Jan, 1992: 35. 9) American Family Research Council. "Parents Fight 'Time Famine' as Economic Pressures Increase." 1990. 10) Mango, Jack. "TV in America." *The Official Couch Potato Handbook*. Reprinted in *Wilson Quarterly*. Autumn 1993: 44.

#### II. Children

1) Hofferth, Sandra L. "Healthy Environments, Healthy Children." A Report on the 1997 Panel Study of Income Dynamics, Child Development Supplement. University of Michigan, 1998. 2) American Academy of Pediatrics Policy Statement, August 1999. 3) "Zero to Six," Kaiser Family Foundation. 4) Nielsen, 2000. 5) US Dept. of Education. "Strong Families, Strong Schools, Building Community Partnerships for Learning." 1994. 6) Nielsen Media Research, 2000. 7) *ibid.* 8) *ibid.* 9) Annenberg Public Policy Center, *Media in the Home 2000*. 10) "Zero to Six," Kaiser Family Foundation. 11) *ibid.* 12) *ibid.* 13) Kaiser Family Foundation. "Kids and Media @ the New Millennium." 1999. 14) *ibid.* 15) US Dept. of Ed., 1994 16) Tashman, Billy. "Sorry Ernie, TV Isn't Teaching." *New York Times*. Nov 12, 1994. 17) Barber, Benjamin. *Harper's*. Nov 1993: 41. 18) Nielsen, 2000. 19) Annenberg, Public Policy Center, 2000. 20) *Harper's* "Index." Sept. 1996. 21) Annenberg Public Policy Center, 2000. 22) National Sleep Foundation, Press Release, March 28, 2000. 23) "Zero to Six," Kaiser Family Foundation. 24) *ibid.* 25) *ibid.* 26) *ibid.*

#### III. Obesity

1) "America's Great Big Fat Challenge." *The Washington Post*, November 16, 2003 2) "A Not so Minor Risk," *The Washington Post*, December 2, 2003 p. F1 3) U.S. Department of Health and Human Services, "The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity 2001," 2001. 4) *ibid.* 5) Harvard School of Public Health. Cited by Associated Press. June 20, 1999. 6) U.S. Department of Health and Human Services. 7) "America's Great Big Fat Challenge," *The Washington Post*, November 16, 2003 8) *ibid.* 9) Department of Health and Human Services, 2001

#### IV. Violence

1) Senate Judiciary Committee Staff Report. "Children, Violence, and the Media." 1999. 2) American Medical Association. "Physician Guide to Media Violence." 1996. 3) Senate Judiciary Committee Staff Report. 4) *US News and World Report*. Apr 8, 1997. 5) MTV national survey. *Chicago Tribune*. Aug 15, 1993. 6) Budd, Craig, and Steinman. *Consuming Environments*. Rutgers University Press, 1999. 7) *ibid.* 8) Senate Judiciary Committee Staff Report. 9) Mediascope. National Television Violence Study. Studio City, CA, 1999. 10) *ibid.*

#### V. Overconsumption

1) American Academy of Pediatrics. Cited by National Institute on Media and the Family. "Children and Advertising FactSheet." 2002. 2) McNeal, 1992. Cited by National Institute on Media and the Family, 2000. 3) Clark. "The Want Makers": 195. Cited in *Marketing Madness* by Michael Jacobsen and Laurie Mazur: 45. 4) Lamay, Craig, and Newton Minow. *Abandoned in the Wasteland: Children, Television and the First Amendment*. 1995. 5) Rocky Mountain Media Watch, Denver, 1995. 6) "Children and Advertising Fact Sheet," Natl. Institute on Media and the Family. 7) *Advertising Age*. "1999 U.S. Advertising Volume." Prepared by Robert J. Coen, McCann-Erickson Worldwide. 8) Schor, Juliet. *The Overspent American*. Basic Books, 1998. 9) "Zero to Six," Kaiser Family Foundation.

#### VI. Political Awareness

1) Brennan Center-Wisconsin Study. Political Television Advertising. 2000. 2) Annenberg Public Policy Institute. "Issue Ads @ APPC." 2000. 3) *ibid.* 4) Common Cause. *Channeling Influence*. Washington, DC, 1997. 5) *ibid.* 6) *ibid.* 7) Center for Media and Public Affairs Factoids. 8) Washington Post Poll, *Washington Post*, October, 12 1995. 9) *ibid.*