

Directive to Administrators (Specify which administrators) All Administrators	WAD (Wednesday) Publication Date April 13, 2011	WAD Notice (Number)	No. of Pages 1 of 8
WAD Title (Limit to 4-6 Words) TV-Turnoff Challenge and Resources	Date Due (if applicable) May 2, 2011	Not Applicable After this Date: N/A	
From: Kim Coates (Cabinet member or approved by one below)	Title: Supervisor, 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 2011

WHO: All SFUSD Staff

WHEN: The week of **April 18 – April 24, 2011**

WHAT: TV-Turnoff Challenge 2011:

- 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
- 50 Ways to Leave Your Sofa
- Answers to 10 Frequently Asked Questions

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: Kevin Truitt	Title: Associate Superintendent of Student Support Services	Signature:
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TV-Turnoff Challenge 2011

April 18-24, 2011

Instructions:

- 1) Complete the following sections **during the week of April 18-24, 2011:**
 - *TV-Turnoff Pledge*
 - *TV-Turnoff Tracker*
 - *How Did You Do?*

- 2) Have teacher submit an envelope with the completed classroom forms (mentioned above) **by May 2, 2011** 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 2011

April 18-24, 2011

TV-Turnoff Pledge

I, _____, will be screen-free for one week from April 18 to April 24, 2011, 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 4/18/11	Tue 4/19/11	Wed 4/20/11	Thur 4/21/11	Fri 4/22/11	Sat 4/23/11	Sun 4/24/11
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 2011

April 18-24, 2011

50 Ways to Leave Your Sofa

1. Go for a walk or walk the dog.
2. Go ice skating or roller skating.
3. Help cook a meal at home.
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. Clean your room.
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 football (or Hacky Sack).
36. Go to the driving range or play mini-golf.
37. Write in your journal.
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 a board game at home.
49. Get wet: go swimming, play in the water.
50. Get together with a friend.

Be safe and remember some activities may require adult supervision

ANSWERS TO 10 FREQUENTLY ASKED QUESTIONS

Source: TV Turnoff Network

1) "Why turn off the television completely? Can we do it for just one day?"

Turning off the television for seven full days helps participants realize that life without television is not torture and may actually be more fun. A multi-day TV "fast" allows sufficient time for the development of habits likely to be more productive and rewarding. A one day turnoff provides too little challenge.

2) "Is all TV bad? What about the Discovery Channel or PBS?"

All TV is passive, sedentary and non-experiential. Most viewers tend to watch show after show--not individual programs. Instead of watching a documentary about birds, go out (with binoculars if you have them) and see how many real birds you can identify in your neighborhood. The purpose of National TV-Turnoff Week is to leave behind judgements about the quality of television and focus instead on creating, discovering, building, participating and doing.

3) "What about media literacy and teaching critical viewing skills?"

By going without television for a week, people will learn a great deal about their television habits and will likely be more critical viewers if and when they decide to return to the tube. A TV "fast" is a path to media literacy.

4) "I can't give up my programs! Don't interfere in my home!"

Remember that a TV-Turnoff is voluntary and meant to be fun.

It's intended to build family and community spirit. Coordinate your turnoff in a way that does not alienate or offend parents--they already have their hands full! Send a letter to parents that asks for the family's participation in the turnoff. Indicate the support of the principal, the teachers, PTA or other groups that you have. Parents are more likely to sign on if they know that school professionals support the project.

5) "Do we have to plan an activity every night?"

Some organizers feel providing an activity every night doesn't mimic real life and allows for a big letdown after the turnoff, so some people plan just a few. Plan activities that you might consider doing the following week. In-school activities are a possibility also, and most organizers agree it is good to have at least one family activity during the turnoff.

6) "What about the name TV-Free America? Are you advocating the complete eradication of television?"

TV-Free America encourages Americans to watch less television and replace TV time with activities that lead to more productive and rewarding lives. A TV-Turnoff is an effective way to help break the television habit. While it may be unrealistic to think participants will never watch television again (although a few won't), many will regard the medium in a much different way henceforward.

7) "How can we best appeal to teenagers?"

Make the turnoff fun and provocative. Copy and distribute articles and essays about the environmental and social issues surrounding television and have had students debate the opposing views. Some teachers have awarded extra credits to participating students who keep a journal and write an essay about their week without television. Past TV-Turnoff organizers have asked local businesses (theaters, skating rinks, miniature golf courses, bowling alleys, etc.) to offer discounts to students, families and individuals who show a signed TV-Turnoff "Pledge Card."

8) "I need some peace and quiet when I come home. The television occupies the kids while I fix dinner."

Invite the children to help with simple tasks or have them talk with you while you prepare dinner. Developing a few special (and regular) pre-dinner activities and habits for children is a very worthwhile investment. Some parents also find playing with kids for just a few minutes helps relax the kids as well as themselves.

9) "Our neighborhood is unsafe. Better that my kids sit in front of the television at home than risk harm outside."

There are many indoor activities that are fun, productive and TV-free (see list). Work with neighbors or a local community center to develop indoor and outdoor activities for participating families. Point out that neighborhood improvement will never occur as long as residents merely retreat to the fictional, vicarious world of television.

10) "I can't afford the cost of these "substitute" activities!"

There are many free and simple activities (see enclosed lists) sponsored by libraries, environmental groups, museums, universities, etc. Local newspapers, radio stations and community organizations will have listings of free, public events. Outdoor recreation is an activity that is generally free--as well as healthy!