






Turn it Off! Promoting Screen-Free Activities at School

Wellness Wednesday Webinar Series
April 12, 2017




Today's Presenters

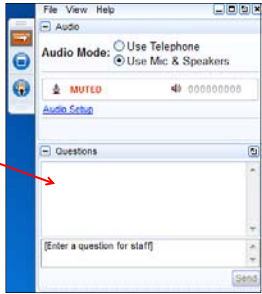

Carol Muller
State Director, Colorado
Action for Healthy Kids

Laurie Assini and Loren Rigney
Parent Champions
West Middle School, Colorado




Logistics

- Telephone or speakers
- Everyone is muted
- Submit a question
- This call is being recorded
- Link to recording and handouts will be sent out following the call





Who Are We?



Our vision is a world in which every kid is healthy, active and ready to learn.

We work to mobilize school professionals, families and communities to take actions that lead to healthy eating, physical activity and healthier schools where kids thrive.



Why Schools?



Healthy Kids Learn Better

Good Food + Active Bodies = Kids Equipped for Success

Game On – Step 4: Find Activities



- Step 1: Gather Your Team
- Step 2: Assess & Track Progress
- Step 3: Create & Implement an Action Plan
- Step 4: Find Activities**
- Step 5: Engage Families & Community
- Step 6: Receive Recognition

ActionforHealthyKids.org/Game-On

Agenda

Today's Objectives

- LEARN – What is Screen-Free Week and why are screen-free initiatives important?
- ACT – How can my school organize Screen-free week and promote screen-free activities all year round?
- TRANSFORM – Ensure your students are healthy, **ACTIVE** and ready to learn.

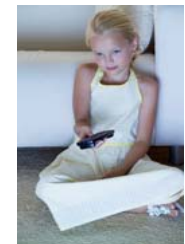


Screen Time

How much is too much?

► **8- to 18-year-olds consume an average of over 7 hours of screen media per day.¹**

Screen time can be habit-forming: the more time children engage with screens, the harder time they have turning them off as they become older children.²



1 - Rideout, V. J., Foehr, U. G., & Roberts, D. F. (2010). *Generation M2: Media in the Lives of 8- to 18-Year-Olds*. Menlo Park, CA: Kaiser Family Foundation, 2.
2 - Christakis, D., & Zimmerman, F. (2006). Early television viewing is associated with protesting turning off the television at age 6. *Medscape General Medicine*, 8(2), 63.

Screen Time – The Research

- For each hour of television viewing per day, children consume an additional 167 calories.¹
- Children's time with video games is linked to being overweight or obese.²
- Video game playing increases food intake in adolescents.³
- Adolescents with a TV in their bedroom report more time watching TV, less physical activity, less healthy dietary habits, worse school performance, and fewer family meals.⁴
- Children who spend less time watching TV in early years tend to do better in school, have a healthier diet, be more physically active, and be better able to engage in schoolwork in later elementary school.⁵

1. Weisha, J. L., Peterson, K. E., Luedwig, D. S., et al. (2006). When children eat what they watch: Impact of television viewing on dietary intake in youth. *Archives of Pediatric and Adolescent Medicine*, 60, 426-442. <http://archpedi.ama-assn.org/cgi/rapidref/160/4/426> (retrieved 2/7/12).

2. Tremblay, M. S., & Williams, J. D. (2003). Is the Canadian childhood obesity epidemic related to physical inactivity? *International Journal of Obesity Related Metabolic Disorders*, 27(5), 1100-1105.

3. Chaput, J. P., Voth, T., Nohy, S., Kingenberg, L., et al. (2011). Video game playing increases food intake in adolescents: a randomized crossover study. *American Journal of Clinical Nutrition*, 93(6), 1196-1203.

4. San-Anderson, D. J., van den Berg, P., Neuman-Sztajner, D., & Story, M. (2008). Characteristics associated with older adolescents who have a television in their bedrooms. *Pediatrics*, 122(4), 718-724.

5. Pagani, L., Fitzpatrick, C., Barnett, T. A., & Oubay, E. (2010). Prospective associations between early childhood television exposure and academic, psychosocial, and physical well-being by middle childhood. *Archives of Pediatric and Adolescent Medicine*, 164(5), 425-431. <http://archpedi.ama-assn.org/cgi/rapidref/164/5/425> (retrieved 2/6/12).

What is Screen-Free Week?

Screen-Free Week is... an event where kids and families pledge to turn off their TV and other electronic media devices for the week and explore new activities that promote social, physical, academic and creative development.



International Screen-Free Week is held in April or May, but you can conduct your own Screen-Free Week at any time!

Screen-Free Week – May 1-7, 2017

Organizing Screen-Free Week

Three Essential Components

- Have Fun! Make it a celebration.
- Build Partnerships
- Make it last

Organizer's Kit, Fact Sheets, Event Registration, Pledge Cards, Permission Slips, Flyers, Activity Logs, Certificates of Achievement, Inspiration and Ideas

Campaign for a Commercial-Free Childhood



Organizing Screen-Free Week

Meet with your School Health Team to create a plan

- Get school staff on board including your principal, teachers and staff that engage regularly with parents.
- Get your PTO/PTA on board to promote the event and get the word out.
- Work with local community groups and businesses to offer discounts to students who show a signed Screen-Free Pledge Card.
- Work with district leaders, religious organizations and community groups to make it a district-wide or community initiative.



Organizing Screen-Free Week

Preparing Children and Families

- Brainstorm activities with kids that they can do without a screen – encourage movement!
- Ask kids to write or draw screen-free activities.
- Read books about activities kids can do outside.
- Teach older kids about media literacy.
- Share information about the “why” with parents and families.
- Send home newsletter countdowns to the week, lists of activities and activity logs.



Organizing Screen-Free Week

Encourage families to...

- Track their screen time beforehand
- Make it a game
- Try new hobbies
- Declare screen-free zones
- Eat family meals together

Get the word out with flyers, automated phone messages, school newsletters, social media and handouts in folders.



Organizing Screen-Free Week

Screen-Free Week Activities

- Work with teachers to pass out pledge cards, physical activity logs and other resources to help students set goals and track activities during the week.
- Share tips and ideas each day during morning announcements.



Screen-Free Week Activities

Classroom or Schoolwide Activities

- Bury the Tube – mock funeral for a television set
- Screen-freedom proclamation by students
- Scavenger hunt
- Student debate on pros and cons of watching TV
- Competition between classes for most participation – extra recess for winner
- Teacher/principal challenge to do something silly if enough students participate
- Family Event: Game Night, Sports Night, Cook-Together Night



Celebrate Your Success

Celebration Activities

- Have a class party.
- Hold a school assembly and acknowledge the participants.
- Hand out certificates of achievement.
- Have a schoolwide picnic.
- Give out prizes to students and teachers with the most participation.
- Recognize your volunteers.



Find ideas for non-food rewards and healthy celebrations in Game On!
ActionforHealthyKids.org/Game-On

Screen Free - Making it Last

The Ultimate Screen Free Challenge

South Orange/Maplewood, NJ school district

The Ultimate Screen-Free Challenge encourages students to turn off their screens during the school week for the entire school year, starting on Sunday evening and ending Friday after school. Students pick the level at which they want to participate.

Gold Level: No TVs, videos or electronic games

Silver Level: Only 30 minutes total per day

Bronze Level: Only 60 minutes per day

<http://www.screenfree.org/wp-content/uploads/2014/04/UltimateChallenge.pdf>

West Middle School Unplug Challenge



Laurie Assini and Loren Rigney
 Health and Wellness Committee
 Co-Chairs
 West Middle School
 Greenwood Village, Colorado

West Middle School Unplug Challenge

Unplug Challenge Roll-Out - November



- Banners and signage around school
 - Look Up
 - Disconnect to Connect
 - Turn Your Lens Outward
- Offered screening of documentary film *Screenagers* to parents and students

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Screenagers Week Daily Unplug Challenges



- Make Eye Contact Monday
- Text Free Tuesday
- Walk and Talk Wednesday
- Think About the Effect Thursday
- Phone Free Friday

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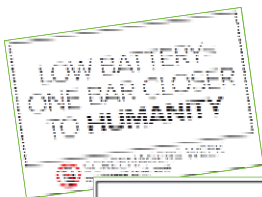
Public Service Announcements Shown in Reading Class



- Can We Auto-Correct Humanity? Prince Ea: <https://www.youtube.com/watch?v=dRl8ElhrQiQ>
- Thailand Disconnect to Connect <https://www.youtube.com/watch?v=7ae0tzVo8Fw>
- Disconnect to Connect https://www.youtube.com/watch?v=acLbuV_U00
- Pay it forward, attention to life around you... <https://www.youtube.com/watch?v=PT-HBl2TVtl>
- Put your phone down <https://www.youtube.com/watch?v=CDCz5qxyK9k>

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Holiday Unplug Challenges



- Phone Free Outing
- Phone Free Holiday
- Airplane Mode
- Screenless Sleepover

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Teens & Tech Panel at PTO Meeting - February

- Technology expert – applications kids are using
- Legal expert – legal issues regarding teenagers and technology
- Medical expert – neurological effects technology can have on the brain



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Legal Expert to Address Students - April

- Will address each grade separately
- Will cover:
 - Legal responsibilities of using a cell phone
 - Legal issues that might come up when not used appropriately



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Goals for Next Year

- Have more interactive challenges
- Have more dynamic speakers to address students
- Offer movement activity to counter physical affects of technology on body
- Keep the conversation going!

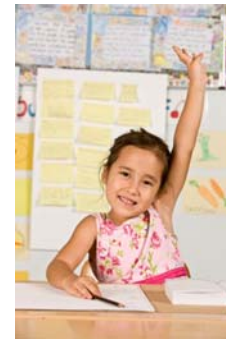


West Middle School Unplug Challenge

Additional Resources

- Screenagers
 - <http://www.screenagersmovie.com/>
 - Award-winning documentary that explores the impact of screen time on kids and offers solutions on how to help kids find balance
 - Available to screen for a fee (\$550-650) either as a fundraiser or as a free event for your community
- What happened when 9 teens gave up their cellphones for a week
 - <http://www.today.com/parents/9-teens-gave-their-phones-week-here-s-what-happened-t105539>

Questions?



Action for Healthy Kids
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Follow Us for More Resources



Stay up to date on success stories, health tips, physical activity games, fun recipes, volunteer opportunities and ideas for action!

