

WORKING WITH YOUR SCHOOL TO REDUCE SCREEN TIME

Step One: Find other parents, teachers and administrators who are concerned about excessive screen time.

Step Two: Persuade your school, or your local school board, to make screen-time reduction (and Screen-Free Week) a plank in your school system's official wellness plan, and encourage all schools in your district to fully participate in the annual Screen-Free Week program.

Step Three: Take a look at how screens are used in your school. Are they being overused? Urge your school to adopt a policy on when and how screens will be used in classrooms.

Are video games and DVDs being promoted through Scholastic "Book" Clubs and Fairs? Then urge your school to consider [alternatives to Scholastic](#).¹

Is your school compelling students to watch Channel One each day? Join parents and teachers around the country who have successfully stopped this controversial in-school marketer. Visit Obligation, Inc. for [tips on evicting Channel One from your school](#).²

Step Four: Consider making screen-time reduction an ongoing part of your school year. There are lots of ways to accomplish this. The Maplewood/South Orange school district in New Jersey has been using [a successful program](#)³ for over ten years.

And if your child is in preschool or daycare: Urge your preschool or daycare to go screen-free. Videos, computers and

other screens take away critical time from what young children need the most: spending time in hands-on and active play, as well as engaging with other children and caring adults! Find out more about [why preschools should be screen-free](#)⁴ on our website.

Also, urge teachers to put away toys and books that feature media characters like Dora or Elmo. These toys promote screen time—and research suggests that children play less creatively with toys based on media characters.

1. <http://www.commercialfreechildhood.org/resource/commercial-free-book-fairs>
2. <http://www.obligation.org/removing-channel-one>
3. <http://www.screenfree.org/wp-content/uploads/2014/04/UltimateChallenge.pdf>
4. <http://www.commercialfreechildhood.org/action/do-preschoolers-need-mandatory-screen-time>

KIDS SCREEN-FREE WEEK

"I could have a water balloon fight...I could pretend I went to London to see Big Ben, Paris to see the Eiffel Tower, to Mount Rainer and to India to see the Taj Mahal. That's what I would do."

- AIDALYN ALBERTO NORIA

www.screenfree.org