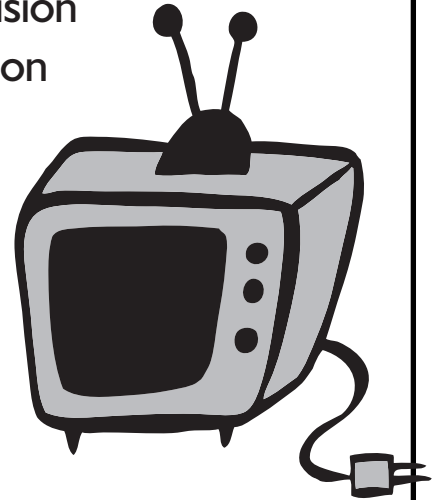


National TV Turnoff Week

TV Turnoff Week is a national campaign launched in 1994 that encourages children and adults to watch less television and to actively engage in life. An estimated 20 million people participated in 2007. The designated dates for TV Turnoff Week are:

2010 - September 19-25
2011 - April 18-24, September 18-24



Purpose: To think about the role of television, why we use it, and how and what for. To assess its impact on students, teachers, parents, children, individuals, and communities.

How: Simply switch off or unplug your TV set for seven days and engage in screen-free activities.

Who: Individuals, children, families, students, and other groups.

Where: In your homes, schools, libraries, businesses, and congregations.

As TV Turnoff Week approaches, use some of the toolkit resources to talk to students about the affects of media and sedentary screen time. Send home the parent handouts about TV Turnoff Week and Healthy Viewing Habits. Have students create a list of screen-time alternatives to post at home.

**“How To” websites on
reducing screen time:**

www.turnoffyourtv.com
www.screentime.org