

Inspire Families to Participate in

NATIONAL SCREEN-FREE WEEK



Here is how the Saco, Maine School Department, with help from Let's Go! York County, inspired students and families to participate in National Screen-Free Week!

Screen-Free Week is 7 days every May when kids, families, and communities around the world unplug from digital entertainment and rediscover the joys of life beyond the screen.

Far in advance:

- The district applied for grant funding to purchase materials for a “Screen-Free Week Survival Kit” for each K-5 classroom. Kits contained things like a set of Fitness Dice, daily activity log sheets, small incentive prizes, and Achievement Certificates which each student received at week’s end.

Couple weeks before:

- Each school sent home a letter telling parents that their child’s class would be participating in Screen-Free week and encouraging families to take part as well.

The week before:

- Administrators briefed staff on the plans for their specific school.
- Screen-Free Week posters were hung throughout the schools.
- A student-recorded message was sent out to the phones of all parents with a reminder of the week-long celebration and encouragement to get involved.

Tips for success from Karen MacKenzie, Fairfield Elementary School 5-2-1-0 Champion:

- Have staff use a common message to help get students and families on board, such as “Turn off the TV and turn on _____ (life, books, creativity, fun, etc.)!”
- Reference Screen-Free Week in newsletters, e-mails, web pages, etc. “Talk it up” in many ways!
- Remind students daily that this is a special week and a special challenge.
- Bring in fresh new activities and games for classroom movement breaks.
- Motivate students to participate with small prizes.
- Ask teachers to tie the theme into their curriculum (e.g. read screen-free week themed books, do graphs about TV viewing habits, etc.)



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