

# Chronic Disease Prevention Bulletin

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## April 25 – May 1 is TV-Turnoff Week

**Mark your calendars for April 25 – May 1, 2005. Your commitment is the first step to a great TV-Turnoff Week!**

- Talk to your family about the week. Tell them you want to have fun!
- Plan things to do during the times that family members are most likely to miss watching TV.
- This is a great opportunity to go outside and play! Take a walk and enjoy the spring weather.
- See if your friends would like to help organize TV-Turnoff Week activities. Ask children and teachers about planning activities at school.

*I find television very educating. Every time somebody turns on the set, I go into the other room and read a book.*

– Groucho Marx

### TV-Turnoff Tips

- Move your television to a less prominent location.
- Keep the TV off during meals.
- Designate certain days of the week as TV-free days.
- Do not use television as a reward.
- Don't worry if children claim to be bored. Boredom passes and often leads to creativity.

### TV Fast Facts

- Americans watch an average of four or more hours of TV a day, or two full months of TV a year.
- 40% of families always or often watch TV while eating dinner.
- Only 14% of 12th-graders who watch TV six or more hours a day read proficiently. 52% of students who watch an hour or less are good readers.
- By age 18, American children will have seen an average of more than 200,000 acts of violence, including 16,000 murders on TV.
- American children see over 40,000 commercials a year and develop brand loyalty by age 2.
- The proportion of overweight children has doubled since 1980 due, in part, to sedentary leisure time activities such as TV watching and computer games.
- Children should get at least 60 minutes of physical activity every day, but 14% report having had no recent physical activity.

***The easiest way to reduce inactivity is to turn off the TV set. Almost anything uses more energy than watching TV.***

– Dr. William Dietz, CDC

*TV-Turnoff Network is a national nonprofit organization that encourages children and adults to watch much less television in order to promote healthier lives and communities.*

[www.tvturnoff.org](http://www.tvturnoff.org)