

The American Academy of Pediatrics recommends no television or videos for children under the age of two (and no more than two hours per day of educational and non-violent programs for older children).

The AAP knows that studies show turning off the TV will improve your child's development and well-being.

For more information and references about television and young children, see:

National Institute on Media and the Family
www.mediafamily.org

National TV Turn-Off Week
www.tvturnoff.org

American Academy of Pediatrics
www.aap.org/family/tv1.htm

Campaign for a Commercial-Free Childhood
www.commercialfreechildhood.org

Sponsors

CCFC-QC - Illinois AAP

Iowa Psychological Foundation

Iowa State University Extension,
Scott County

Social Outreach Committee of the
Unitarian Church, Davenport



CCFC

Quad Cities Chapter

c/o Unitarian Church
3707 Eastern Avenue
Davenport, IA 52807-1398
Phone: 563-359-0816 • Fax: 563-359-9723

CAMPAIGN FOR A

COMMERCIAL-FREE CHILDHOOD

Judge Baker Children's Center
53 Parker Hill Avenue • Boston, MA 02120
Phone: 617-278-4282 • Fax: 617-232-7343
Email: ccfc.@jbbc.harvard.edu
www.commercialfreechildhood.org

**Jodie's parents followed
their pediatrician's advice:
they turned off the TV...**



**...Then wonderful
things happened!**

Turning off the television will:

1. **Enrich your child's mind.**
Children who watch less TV have:
 - Increased attention span
 - More advanced language development
 - Stronger early reading skills

2. **Improve your child's relationships.**
Children who watch less TV have:
 - More experience interacting with peers
 - More pro-social and less materialistic values
 - Less aggressive behavior
 - Fewer tendencies to nag their parents for products they see advertised

3. **Strengthen your child's body.** Children who watch less TV:
 - Exercise more
 - Eat more nutritious foods
 - Have reduced risk of obesity
 - Are less likely to smoke or drink alcohol when older



Seven Steps to Improving your Child's Well-being



- 1 Keep the TV turned off.
- 2 Remove TVs from children's rooms and play areas.
- 3 Move TVs out of the common family spaces and into a less convenient location.

- 4 Turn off the TV during all meals.

- 5 Provide other fun and enriching activities for children such as:
 - Playing
 - Reading
 - Doing activities with family, friends and neighbors
 - Visiting the library, park or children's museum
 - Making cards and gifts for others

- 6 Set a good example and watch less TV yourself.

- 7 Enlist help from friends and family members to feel good about your choice and make it easier to live without TV.



The Campaign for a Commercial Free Childhood-Quad Cities is the first local chapter of a national coalition of health care professionals, educators, advocacy groups and concerned parents who counter the harmful effects of marketing to children.

We support the rights of children to grow up – and the rights of parents to raise them – without being undermined by rampant consumerism. It is time to take a stand against the exploitation of children as a consumer group!

Help CCFC protect children from commercial exploitation

- Become a member of CCFC-Quad Cities. Annual membership fee of: \$25.00
- Give an additional gift of \$_____

TOTAL \$_____

All donations are tax-deductible. 60% of the membership fee goes to the national organization, and 40% stays with the local chapter

Your Name _____

Address _____

City _____

State _____ Zip _____

Telephone (____) _____

E-mail _____

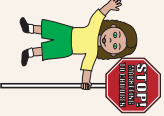
Form of payment: Check Money Order

Please mail this form and payment to:

CCFC - Quad Cities Chapter
c/o Unitarian Church
3707 Eastern Avenue
Davenport, IA 52807-1398

Please send me information or contact me regarding the following:

- How to start a local chapter of CCFC.
- Schedule a speaker from CCFC for my church or civic group.
- Find out how I can get involved in current CCFC projects.



Thank you in advance for your contribution!