



Consuming Kids Summit:

Reclaiming Childhood from Corporate Marketers

Wheelock College, Boston
March 21-23, 2013

Final Schedule

** Breakout Session Descriptions on Page 4 **

All events take place at:

Wheelock College Brookline Campus
43 Hawes Street, Brookline, MA

Thursday Evening, March 21

7:30-9:30 p.m. **Opening Reception** and presentation by Lenore Skenazy, Free-Range Kids founder & author - *What Makes a Perfect Parent? (Hint: Trick Question!)* – Room 104

Friday, March 22

8:00-9:00 a.m. **Registration** – Ground Lobby

Continental Breakfast – Upper Rotunda

9:00-9:40 **Welcome** – Room 104 – Joe Kelly, “The Dad Man,” with opening remarks by Wheelock College President Jackie Jenkins-Scott and Dr. Susan Linn, Campaign for a Commercial-Free Childhood

9:40-10:30 **Keynote** – Room 104 – *Finding Huck Finn: Reclaiming Childhood from the River of Electronic Screens*, Dr. Michael Rich, Center on Media and Child Health, Boston Children’s Hospital, Harvard Medical School, and the Harvard School of Public Health

10:30-10:40 **Coffee/tea** available on way to breakout sessions – Upper Rotunda

10:45-12:00 **Breakout Session I** (see descriptions on pg. 4)

Neighborhood Play, Every Day	Mike Lanza, author of <i>Playborhood</i>	Room 104
Challenges and Solutions in Screen Time Reduction	Dr. Velma LaPoint, Howard University & Jean Rystrom, Kaiser Permanente NW	Room 201
Redefining Girly: Advocating for Healthy Media and Empowering Experiences for Girls, Birth to Tween	Melissa Wardy, Pigtail Pals and Ballcap Buddies	Room 118
Schools as Ad-Free Zones: A "How To" Overview	Josh Golin, CCFC & Dr. Rob Williams Champlain College, Professor, and HigherMind MediaWorks, Story Coach	Room 002

- 12:00-1:05 **Lunch** – Upper Rotunda
Lunch Discussions (*optional*):
- Conversations with Your Kids: How to Keep Them Commercial-Free, facilitated by Brandy King, MLIS, Knowledge Linking – Room 119
 - Peace Ambassadors Puppets: Community Participation for Children's Development, facilitated by Dr. Martha Llanos, Honorary Professor and IPA Peru Representative – Room107
- 1:10-2:05 **Keynote** – Room 104 – *Companies Don't Advertise to Children, People Do*, Alex Bogusky, FearLess Revolution
- 2:10-2:25 **Coffee/tea break** – Upper Rotunda
- 2:30-3:45 **Breakout Session II** (see descriptions on pgs. 5-6)

How Companies Are Using Data to Target Advertising to Children and What You Can Do About It	Angela Campbell, Institute for Public Representation, Georgetown Law	Room 002
Using the Science of Values to Improve Children's Lives	Dr. Tim Kasser, Knox College, author of <i>The High Price of Materialism</i>	Room 201
Media Education/Media Literacy Research: Success is in the Details	Bob McCannon, President, the Action Coalition for Media Education, author, <i>A Complete Course in Media Education</i>	Room 104
Facing the Screen Dilemma: Young Children, Technology and Early Education	Joan Almon, Alliance for Childhood, Dr. Susan Linn, CCFC, author of <i>The Case for Make Believe</i> & Dr. Diane Levin, Wheelock College, author of <i>Beyond Remote Control Childhood</i>	Room 118

- 3:50-4:45 **Keynote Panel** – Room 104 – *Is this Even Legal? Demystifying the Laws on Marketing to Children*, Angela Campbell, Institute for Public Representation, Georgetown Law, Michele Simon, Eat Drink Politics, author of *Appetite for Profit* & Cara Wilking, Public Health Advocacy Institute

Saturday, March 23

- 8:30-9:00 a.m. **Registration** – Ground Lobby; **Continental Breakfast** – Upper Rotunda
- 9:00-9:15 **Welcome** – Room 104 – Joe Kelly, “The Dad Man”
- 9:15-10:05 **Keynote** – Room 104 – *Avoiding the Parent Trap: Moving an Agenda for Accountability*, Makani Themba, The Praxis Project
- 10:10-10:25 **Coffee/tea break** – Upper Rotunda
- 10:30-11:45 **Breakout Session III** (see descriptions on pgs. 6-7)

The End of the World as We Know It? <i>National Geographic Kids Magazine</i> and the Dangers of Bombastic Environmentalism	Dr. Jennifer Good, Brock University, author, <i>Television and the Earth: Not a Love Story</i>	Room 107
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Evidence-based Advocacy: What? Why? How?	Dr. Susan Linn, Campaign for a Commercial-Free Childhood, author of <i>The Case for Make Believe</i>	Room 002
Slowing Down the Clown: Policy Tools to Protect Children from Fast Food in Your Area	Michele Simon, Eat Drink Politics, author of <i>Appetite for Profit</i> & Sara Deon, Corporate Accountability International	Room 201
Road Map to Screen Freedom: The Whys & Hows of a Successful TV-Turnoff Program for Kids	Jacques Brodeur, EDUPAX , Shara Drew, CCFC & Jean Rystrom, Kaiser Permanente NW	Room 118
It Doesn't Take a Corporation	Dr. Sharon Maxwell, clinical psychologist, author, <i>The Talk</i>	Room 104

11:50-12:55 **Lunch** – Upper Rotunda

Lunch Discussions (*optional*):

- Having Difficult Discussions About the Commercialization of Childhood, facilitated by Dr. Tim Kasser, Knox College, author of *The High Price of Materialism* – Room 119
- Little Princesses, Big Problems: Fighting the Pretty Princess Takeover of Girlhood, facilitated by Dr. Rebecca Hains, Salem State University, author of *Growing Up With Girl Power* – Room 107
- Advocacy by Fathers and Other Men in Families, facilitated by Joe Kelly, “The Dad Man” – Room 005

1:00-1:55 **Keynote** – Room 104 – *Tough at an Early Age: The Harm Caused by Using Media Violence to Market to Children*, Dr. Diane Levin, Wheelock College, author of *Beyond Remote Control Childhood*

2:00-3:15 **Breakout Session IV** (see descriptions on pgs. 7-8)

The Competition We Don't See: Exploring the Impact of Technology on the Family	Dr. Richard Freed, psychologist	Room 201
Tuning In: Challenging Commercialism by Living Mindfully	Kendra Hodgson, Media Education Foundation	Room 118
Way Beyond Weight: Marketing to Children and Childhood Obesity in Brazil	Gabriela Vuolo, Instituto Alana	Room 107
Education in the Marketplace: Data, Choice, and Profits	Dr. Nancy Carlsson-Paige, Lesley University, author of <i>Taking Back Childhood</i>	Room 104
Media Literacy: Critical Thinking Skills to Help Children and Youth Stand Up to Corporate Marketers	Lexi Ladd, Dianna Morton & Erin McNeill, Massachusetts Media Literacy Consortium	Room 002

3:20-3:45 **Closing** – Room 104 – Josh Golin, CCFC

3:45-4:30 **Book signing** – Ground Lobby

Breakout Session Descriptions

Breakout Session I (Friday, 10:45-12:00)

Neighborhood Play, Every Day – Room 104

Mike Lanza, MA, MBA, author of Playborhood

Children hardly play outside in their own neighborhoods, and they are suffering in many ways as a result. Many people lament this problem, but feel powerless to change it. This session will describe how parents can give children a life of neighborhood play, every day. First, Mike Lanza will characterize the problem as a social problem, so that individual solutions like limiting screen time or structured activities are, by themselves, grossly inadequate. Then, he will describe many innovative communities in the US that have successfully addressed this problem with creative community approaches. Finally, he will provide a comprehensive set of step-by-step solutions to this problem.

Challenges and Solutions in Screen Time Reduction – Room 201

Velma LaPoint, PhD, Howard University and Jean Rystrom, Kaiser Permanente NW

The audience will participate in identifying reasons for concern about young children's exposure to screen time; learn what themes emerge when diverse parent groups in the Washington, DC metropolitan area define and respond to the problem; and explore themes underlying the change process identified through a screen time reduction intervention in home-based child care settings in Portland, OR. There will be ample time for audience participation will follow the presentations.

Redefining Girly: Advocating for Healthy Media and Empowering Experiences for Girls, Birth to Tween – Room 118

Melissa Atkins Wardy, Pigtail Pals and Ballcap Buddies

Raising a girl today can feel like a daily fight with the media and culture that undermine the healthy messages you are trying to give to your girl. Parents need to approach this fight on two fronts: speaking out against negative media and supporting positive media as engaged consumers and creating a healthy media diet for your daughter, including her own Personal Brand. This workshop will give parents direct tips and tools, and we'll discuss how the Pigtail Pals & Ballcap Buddies Parent Community uses social media to support each other and speak out against what is hurting our kids. By taking the fight public and directly to the marketers, we are forcing them to deal with our consumer concerns in real time in front of thousands, and we are seeing positive results.

Schools as Ad-Free Zones: A "How To" Overview – Room 002

Josh Golin, Campaign for a Commercial-Free Childhood and Rob Williams, PhD, Champlain College, Professor, and HigherMind MediaWorks, Story Coach

As the financial plight of schools worsens, more and more districts are succumbing to seductive pitches from advertisers promising much-needed dollars. But in reality, advertising in schools raises little revenue, and has a cost: the price of selling out a captive audience of students to the highest bidder. In this workshop, CCFC's Josh Golin will provide an overview of the myriad – and increasingly sneaky – ways that corporate marketers target schoolchildren. And Rob Williams will detail his work – as a parent, school board member and concerned citizen – to keep the ad men at bay in his children's schools. You'll learn everything you need to advocate for the commercial-free schools that all children deserve.

Breakout Session II (Friday, 2:30-3:45)

How Companies are Using Data to Target Advertising to Children and What You Can Do About It – Room 002

Angela Campbell, JD, LLM, Institute for Public Representation, Georgetown Law

Online marketing to children has become more prevalent and sophisticated. Yet, most consumers are unaware that companies are tracking their online activities and using this data to target marketing messages to individuals. Congress passed a children's privacy law in 1998 to limit online marketing to children. The law directed the Federal Trade Commission to prohibit websites and online services from collecting or using children's personal information without advance parental notice and consent. However, the law has not kept pace with new developments such as smart phones and social networks. And requiring parental notice and consent has not proven to be an effective safeguard. The FTC recently revised the children's privacy rules to address these problems. This workshop will provide an overview of contemporary online marketing practices and the revised rules. We will also discuss how the rules can be enforced, and what additional regulation is needed.

Using the Science of Values to Improve Children's Lives – Room 201

*Tim Kasser, PhD, Knox College, author of *The High Price of Materialism**

Over the last 3 decades, psychologists have made substantial progress in understanding how the values that people (and societies) prioritize are organized, what causes people to prioritize some values over others, and how values are associated with personal, social, and ecological well-being. This workshop will provide a brief overview of this body of empirical literature and then describe a basic set of strategies that can be used to apply this research so as to improve the campaigns and communications used by individuals and organizations interested in social change. Time will be provided in the workshop for participants to work in small groups and "try their hand" at using these strategies and then get feedback from the presenter and other workshop participants.

Media Education/Media Literacy Research: Success is in the Details – Room 104

*Bob McCannon, President, the Action Coalition for Media Education, author, *A Complete Course in Media Education**

This enjoyable, inspiring, and example-filled session draws upon Bob's recent review of ME/ML research (*Media Literacy/Media Education: Children Adolescents and Media*, 3rd edition, college text, March, 2013). It is the most complete and in-depth review. How should teachers and caregivers utilize and/or react to negative representations, including clever or attractive ones? Mediation is a no brainer, but recent research indicates that watching screens with children without careful negative active mediation usually creates negative outcomes. Merely watching violence and alcohol use (Can you say football games?) approves them. So, laugh at beer ads, endure movie trailers (Can you say Bruce Willis?) and appreciate undernourished Victoria's Secret models at your kids' peril. Suggestions for how parents and media educators can construct careful negative active mediation without causing the dreaded "boomerang" (rebellion) effect and other ME/ML topics will be covered. In addition, the first 20 attendees will receive Bob's new data DVD, *A Complete Course in Media Education*.

Facing the Screen Dilemma: Young Children, Technology & Early Education – Room 118

Diane Levin, PhD, Wheelock College, author of Beyond Remote Control Childhood, Susan Linn, EdD, Campaign for a Commercial-Free Childhood, author of The Case for Make Believe, & Joan Almon, Alliance for Childhood

Technology companies are financing huge efforts to start children on screen media at ever younger ages, posing new challenges for the early childhood community. The authors of the acclaimed guide *Facing the Screen Dilemma: Children, Technology and Early Education* discuss the challenges facing early childhood educators and caregivers nurturing young children in a screen-saturated world. What does the research tell us? How do we handle outside pressure to use screens with young children? Is there a way to use screen technologies ethically with the very young? How do we help parents set limits at home? Bring your questions, experiences and concerns.

Breakout Session III (Saturday, 10:30-11:45)

The End of the World as We Know It? National Geographic Kids Magazine and the Dangers of Bombastic Environmentalism – Room 107

Jennifer Good, PhD, Brock University, author of Television and the Earth: Not a Love Story
In this workshop we'll use *National Geographic Kids* magazine as a case study to explore the dangers of turning the environment into yet another materialistic fun house. Prof. Good will draw upon her background as an environmental activist and academic to create a context for the exploration. Workshop participants will help to devise and conduct a content analysis of the magazine and craft possible ways to confront the problem (maybe even launch a Twitter campaign!)

Evidence-based Advocacy: What? Why? How? – Room 002

Susan Linn, EdD, Campaign for a Commercial-Free Childhood, author of The Case for Make Believe

We become advocates and activists because of our passions. But passion alone cannot effect change, and acting solely on our feelings can undermine our best efforts. Taking a public stance that is outside of the mainstream opens advocates up to harsh scrutiny—and it's crucial to be able to build a solid argument. CCFC was founded out of deep outrage at the corporate takeover of childhood—but one important component of our success and longevity is that our campaigns are fact-based and grounded in available research. This workshop explores the process of creating evidence-based advocacy—what it is, why it's important, and how to do it.

Slowing Down the Clown: Policy Tools to Protect Children from Fast Food in Your Area – Room 201

Sara Deon, Corporate Accountability International & Michele Simon, JD, MPH, Eat Drink Politics, author of Appetite for Profit

The food industry spends \$2 billion a year to get children hooked on all the wrong kinds of food, resulting in an epidemic of health problems seen only in adults before. This workshop explains how industry influence in Washington gives new urgency to policy-making at the local level that challenges the fast food industry to stop exploiting our kids. "Using Slowing Down Fast Food: A Policy Guide for Healthier Kids and Families," this workshop explains various policy options and organizing tools to stop fast food marketing in your own community.

Road Map to Screen Freedom: The Whys & Hows of a Successful TV-Turnoff Program for Kids – Room 118

Jacques Brodeur, EDUPAX, Jean Rystrom, Kaiser Permanente NW & Shara Drew, Campaign for a Commercial-Free Childhood

Every year, three major powerful industries (broadcasting, entertainment, and marketing) use screens to catch children's attention more frequently, keep them watching and sitting for longer periods of time, and at younger and younger ages. The negative impact on kids' health and education is growing. For the last 9 years, hundreds of schools in Canada and France have helped students escape from screen imprisonment and access freedom with the "10 Day Screen-Free Challenge." How was a basic TV turn-off exercise transformed into a complete educational program? What were the results? What ingredients have helped make it a success? Get tips and strategies for planning an effective screen-free program in your school, home or community.

It Doesn't Take a Corporation – Room 104

Sharon Maxwell, PhD, clinical psychologist, author, The Talk

The child's brain is in a constant exuberant dance with the environment, being shaped by every interaction. Where we put that brain determines how our children will understand the world and their place in it. Interaction with corporate messaging creates a chronically dissatisfied consumer trained to assess success by their ability to satisfy a desire, bored when faced with a moment devoid of sensory overload. Our children have ingested the principals used to market products to assess their own value and self-worth, understanding themselves not as an integrated whole but as a sum of marketable parts. This workshop addresses how corporate messaging and communication technology shape our children's identity and feed their anxiety. Dr. Maxwell offers parents and educators an alternative set of principals for raising healthy responsible children and gives tools and strategies for talking with children about consumerism and creating a balanced realistic relationship communication technology.

Breakout Session IV (Saturday, 2:00-3:15)

The Competition We Don't See: Exploring the Impact of Technology on the Family – Room 201

Richard Freed, PhD, psychologist

Smart phones and tablets now provide continuous access to gaming, texting, and social networks, which dramatically reshapes the family. Sophisticated marketing campaigns have helped convince many that technology is bringing families closer together. But, as we discuss in this workshop, research is revealing that many of today's technologies are robbing our kids of the connections with us they need. We will delve into the science behind the destructive impact of marketing to kids, looking at how child-focused advertising is turning kids against their parents. And we will problem-solve together how to foster our children's well-being amidst the million-and-one distractions of this digital age.

Tuning In: Challenging Commercialism by Living Mindfully – Room 118

Kendra Hodgson, Media Education Foundation

We are surrounded by commercial messages that tell us that: our value is derived from what we buy; the world is a frightening, violent place; intimate relationships are primarily based in passionate sex; we are considered beautiful only if we are the 'right' height, weight, race, and age; and more. Cultural analysis and media criticism play important roles in freeing our imaginations from such stories. And real, sustainable change in our selves and in our communities also requires personal work -- cultivating a deep sense of self-worth from within, examining our own personal shadows, and practicing mindfulness so we can make

conscious decisions about how we engage with others and interact with the world. A mindfully lived life pushes back against commercialism and issues a powerful challenge to the stories told by corporate media. In this workshop, you will learn about the ways images and messages impact your whole self and engage in some experiential practices – including some light yoga, breath exercises, and meditation – and learn how you can use these practices in your own life as well as in your work as an anti-commercialism activist.

Way Beyond Weight: Marketing to Children and Childhood Obesity in Brazil – Room 107

Gabriela Vuolo, Instituto Alana

Instituto Alana has been working to protect kids from consumerism since 2006 and has recently supported the production of a documentary that sheds light on one of the darkest consequences of marketing to children: childhood obesity. Health problems, social consequences and psychological impacts are some of the results of what has, unfortunately, turned into the biggest childhood epidemic in history.

Education in the Marketplace: Data, Choice, and Profits – Room 104

Nancy Carlsson-Paige, EdD, Lesley University, Author of Taking Back Childhood

This workshop will focus on how current education reforms have allowed market values to reshape the purpose and nature of public education. We will look at how the recent trends of accountability, choice (parents as consumers), and privatization contribute to the erosion of our public education system and our democracy.

Media Literacy: Critical Thinking Skills to Help Children and Youth Stand Up to Corporate Marketers – Room 002

Massachusetts Media Literacy Consortium: Lexi Ladd, MPH, Medialit4U, Dianna Morton, MLS & Erin McNeill

Today's corporate media content is an explosion of images and stories that cultivates consumers using sophisticated techniques and technology. The Massachusetts Media Literacy Consortium recognizes that media are powerful forces in young people's lives and that they impact the social, emotional, personal, and civic engagement of future adults. Our mission is to ensure that all Massachusetts students are taught the critical thinking skills needed to engage with media as active and informed participants in the 21st century. Participants will partake in hands-on Media Literacy exercises as they are introduced to Media Literacy concepts and will be invited to discuss MMLC's legislative and educational initiatives.