



**FOR IMMEDIATE RELEASE:**  
April 26, 2012

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## **National Screen-Free Week: Control Your Remote and Go Wild Outside**

**The average American kid today spends more time per week with media or entertainment than in school or with their parents.** For Control Your Remote week, April 30-May 6, FIRST 5 Mendocino encourages families to set limits with their children on their screen-time each week. This year the campaign focuses on (free) local hiking and healthy picnics as a family.

"Too much screen-time is linked to childhood obesity, but limiting exposure at a young age could decrease interest in it later in life," reports Dr. Jeremy Mann, a FIRST 5 Mendocino commissioner and pediatrician at Ukiah Valley Medical Center. "Taking a walk or a short hike is great way to be more active and spend time outside."

This year FIRST 5 Mendocino is partnering with Family Resource Centers (FRC) throughout the County to hold parent discussions about Control Your Remote and media censorship for children. Each FRC will hold a family-friendly event sometime during Screen-Free Week.

"We understand the difficulty in eliminating media in this generation and that's why we are focusing on responsible media and setting limits," said Anne Molgaard, executive director of FIRST 5 Mendocino. "Parents have control of their child's media consumption and should use their power to set definite limits on it."

FIRST 5 is also working with Common Sense Media, an independent website that is dedicated to providing the trustworthy information, education, and the independent voice parents need to thrive in a world of media and technology. Through their website they offer reviews by parents, children, and experts on books, movies, music, TV shows and video games. Common Sense Media also describes what age group any given product is appropriate for.

FIRST 5 Mendocino offers downloadable materials on their website including 101 screen-free activities, a weekly table to fill in alternate activities to do during the hardest times of the day such as dinner time or before school, along with parent-child screen-time contracts. Find these materials in both English and Spanish at <http://mendochildren.org/projects/tv.htm>. There is also a "Family Fun Calendar" full of events hosted around the county.

Families can also find out more information on Control Your Remote and learn more about FIRST 5 Mendocino programs and services by visiting [www.mendochildren.org](http://www.mendochildren.org).

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**PLEDGE CARD**

I, \_\_\_\_\_,  
pledge that during the week of **April 30th-May 6th**,  
I will: **1)** watch no TV or DVDs, play no video  
games, and only use the computer if it's required  
for a homework assignment; **2)** encourage my  
friends and family to go screen-free; **3)** explore new  
screen-free activities; and **4)** HAVE FUN!



Instead of spending time with screens, I will:

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Presented by Campaign for a Commercial-Free Childhood