

DID YOU KNOW?

Children who watch a lot of TV, movies and similar media tend to:

Perform worse in school

- They spend less time reading
- They have shorter attention spans
- Their vocabulary is not as highly developed

Be more overweight

- They snack excessively while watching TV
- They see food in programs and ads that promotes unhealthy eating choices
- They tend to exercise less

Act the way TV characters act

- Children as young as 1 learn behaviors from television
- Children imitate actions and scripts from TV programs instead of creating their own play ideas

See too many ads aimed at them

- Children under the age of 6 cannot tell the difference between an ad and a show
- Children are encouraged to nag their parents for things they see on TV

Children learn to see TV, movies and similar media violence as an acceptable form of play and as a way to solve problems

- Media violence includes the violence children experience in:
 - Cartoons
 - Video games
 - TV commercials
 - DVD movies
 - Music videos
 - Live action shows
 - Wrestling
 - TV news shows

children's
institute

STRENGTHENING SOCIAL AND
EMOTIONAL HEALTH

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*Children's Institute is affiliated with
the University of Rochester*

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Is this something my child should be watching?

Tips on choosing appropriate viewing for children

**Produced by the
Children's Film Festival**
Rochester, New York

Mission: To provide an educational forum
for accessible, appropriate, high-quality films
and other visual media for children.

WHAT TO DO?

- Reduce TV and video game time
- Choose programs in advance, as a family
- Keep TV sets out of bedrooms
- Limit adult viewing when children are present to child-appropriate programs
- Avoid toys linked to TV programs, video games and movies
- Eat meals and snacks away from the television
- Watch TV and play games together
- Discuss frequently with your child what you see in a thoughtful way
- Ask friends, teachers and librarians and consult online reviews about media you intend to watch or buy
- Attend a screening of the Children's Film Festival during April. Visit www.RAEYC.org to view the schedule for the greater Rochester region.

WHAT IS AGE APPROPRIATE?

Age 2 and under: No TV at all – not even DVDs that are designed for babies

Age 3-5: Limit viewing to 1 hour/day

- Educational programs only
- EC (Early Childhood) rated video games only

Age 6-9: Limit viewing time

- G rated movies
- E rated (Everyone age 6+) video games

Age 10-13: Limit viewing time

- G rated movies
- E10+ rated (Everyone age 10+) video games

WHAT IS THE CHILDREN'S FILM FESTIVAL?

The Children's Film Festival, held every April, the Month of the Young Child, is an innovative collaboration of community organizations offering high quality films to children and families. In addition, the Children's Film Festival provides training for educators on the effects of media and on the importance of supporting parents to make appropriate media choices for children.

WHY?

Since 1984, the Federal Communication Commission no longer regulates children's television. Now our media show children violence of many kinds as glamorous, exciting and fun. Educators note that the violence children experience on TV, in video games and other media often inspires aggressive behavior. The Children's Film Festival seeks to create awareness of this issue, and help parents and caregivers choose entertainment that is appropriate for young children.

MONTH OF THE YOUNG CHILD

Every April, the Rochester Association for the Education for Young Children (RAEYC) celebrates the children in our community, and the families and organizations which support their growth.



PARTICIPATING ORGANIZATIONS AND VOLUNTEERS

Film selection by Ruth Cowing, Programmer, Children's Film Festival; ReelMind Film Series

Co-facilitated by Children's Institute and Child Care Council, Inc.

Alstom Signaling Foundation, Inc.*

Dr. and Mrs. James W. Sayre Fund*

Early Childhood Education Quality Council*

Family Child Care Satellites of Greater Rochester

Hunter Institute on Young Children*

Monroe County Library System*

Rochester Association for the Education of Young Children

Rochester City School District, Office of Early Childhood*

**These organizations and funds have offered financial support or donations of books/printed materials*