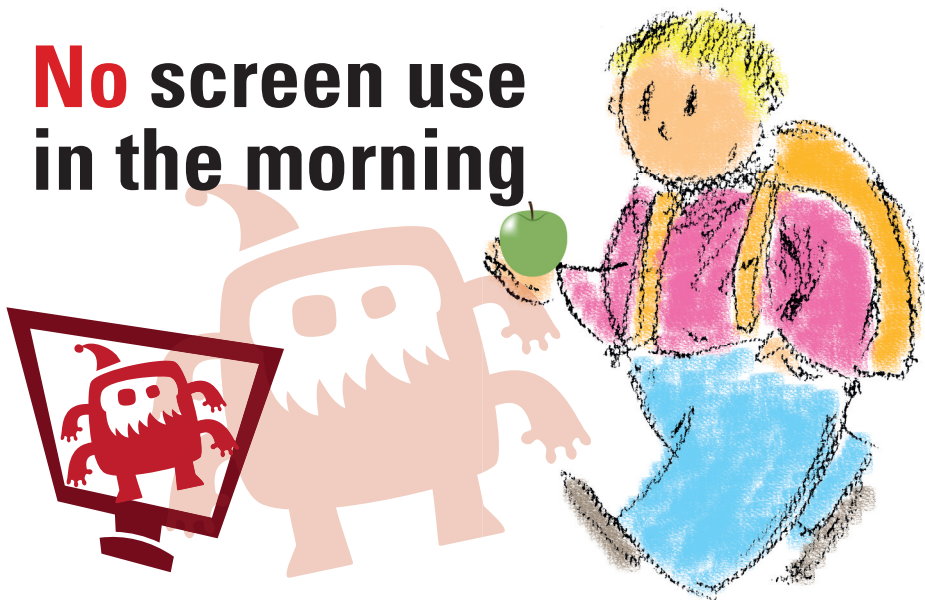


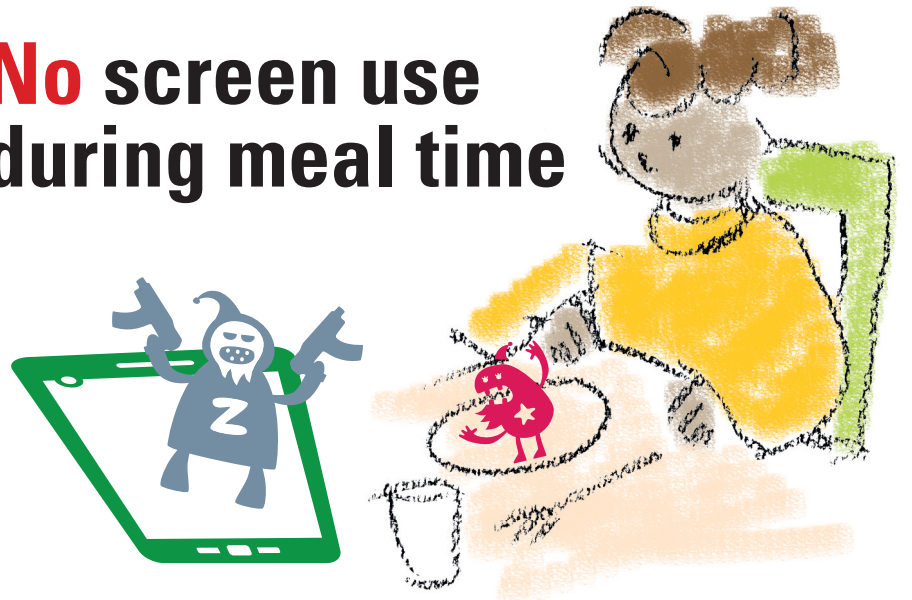
4 times without screens = 4 "steps" to move forward

No screen use in the morning



Screen media (TV, video games etc) draw attention. Yet your child's attention and focus are essential for school learning. Screens over-stimulate non-voluntary attention. Your child is activated by ultra-fast audio and video stimuli from an ever-changing screen. A child's attention wears out after 15 minutes. A child using a screen in the morning tires out his resources of attention before going to school. Now this child with a used up attention span is a restless, over-talkative, clumsy one... And he cannot concentrate anymore! This reaction slows down the development of active voluntary attention, which is necessary for school work. Thus school results may drop dramatically.

No screen use during meal time



When TV is on during family meals, your child cannot have a conversation with you and you talk to him less. A child growing with a continually turned-on TV will acquire a smaller vocabulary and a poor language. For 15-months to 4-years-old children, two hours of daily TV viewing multiplies by 3 the possibility of language developmental disorders. The stressful content of some TV programs (particularly TV newscasts) impacts on children's emotional behaviour and management, even if they are too young to understand. And if you try to explain what they are watching, it does not change their feelings.

No screen use before sleeping



The quality of sleep formed with the last perceived pictures will be deteriorated, because animated pictures are not a soothing activity for the child's brain. It is over-stimulating emotionally. The blue light from screens (LED) affects sleep by inhibiting melatonin, a sleep-regulating hormone. As a result, your child cannot fall asleep in a natural manner.

No screen media in your child's bedroom



Having a screen medium in your child's bedroom decreases her/his sleeping time. Furthermore, when the TV/computer/pad is located in your child's room, you parents cannot monitor what they are watching. By just vocally forbidding your child to watch unsuitable contents, you are giving your child too much responsibility.

And without any screen in the bedroom, children learn essential abilities: sensori-motor activities, games of make-believe, symbolic games, graphics, all necessary for their mental development, attention and socialization.

One last piece of advice: PLEASE COMPLY WITH AGE LIMITATIONS

A child learns by imitation. If your child is exposed to unsuitable contents, such as violence or pornography, these images will have a traumatizing and exciting effect. They may develop a desire for your child to search and sometimes try to re-enact such contents. Violent pictures manipulate the emotional brain of the child.

Parents' presence and relativizing words during viewing do not diminish the emotional charge and strength of the images for your child.

