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PRESS RELEASE – For Immediate Release

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First Annual “Screen-Free Week” is April 18-24

TWIN FALLS-April 18-24, marks an annual, nationwide Screen-Free week. Screen-Free Week is a fun and innovative way to improve children’s well-being by reducing use of entertainment screen media, including television, video games, computers, and hand-held devices. It’s a time for children and families to unplug and play outside, read, create, explore, participate in activities, and spend more time with family and friends.

The South Central Idaho Action for Healthy Kids team, in partnership with South Central Public Health District, is promoting the Screen-Free week here in south central Idaho. In order to encourage families to be screen-free for the week several businesses and organizations throughout south central Idaho have partnered to offer activities for free or at a low-cost. You can view all the activities by logging on to www.phd5.idaho.gov and clicking on the Screen-Free hot button. You may also call 737-5946 for a list of activities. In order to participate, families must bring a signed pledge card saying they will go screen-free for the week. Pledge cards may be printed off the website, and businesses will have blank ones available.

According to the Campaign for a Commercial-Free Childhood, excessive screen time can put all children at risk. Studies show that on average, preschool children spend 32 hours a week with screen media, while children ages 8-18 spend an average of 35-40 hours a week with screen media. Reducing screen time can help prevent childhood obesity, and children who spend less time watching television in early years tend to do better in school, have a healthier diet, are more physically active, and are better able to engage in schoolwork.

For any questions on Screen-Free week, or to obtain a list of activities, please contact Susie Beem, at South Central Public Health District, at 737-5946.

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