

Unplug and Play!

2011 April 18-24



Free Missoula Kickoff Event April 17th 1-4 McCormick Park

Watching TV for more than two hours a day is associated with an increased risk of becoming overweight as a child and an adult, poor fitness, increased aggressive behavior, less time spent interacting with family and friends and increased social problems. There is also some evidence which suggests children watching more than two hours of television per day are more likely to ask for advertised junk food, snack on junk food and soft drinks, have sleeping problems and achieve less at school.

Tim Kasser, associate professor of psychology writes in his 2002 article in the Cambridge Massachusetts MIT Press, *“The High Price of Materialism”* :

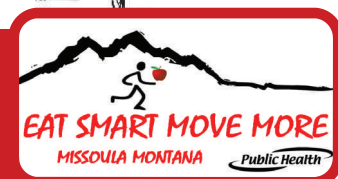
“Because so much screen media is rife with advertising and marketing, kids and adults immersed in screens are bombarded with the false message that the things they buy will make them happy. There is a growing body of evidence that the opposite is true. The pressure to spend and consume actually makes people less happy.”

There are numerous screen-free Unplug and Play events throughout the Missoula community during the week of April 18th –24th. Go the web-site unplugmissoula.org to learn more and find activities that your family will enjoy. Leading this week is a fun-packed kick-off event on Sunday, April 17th from 1-4 at McCormick Park. An insert flyer for Unplug and Play Missoula is scheduled to be distributed in *The Missoulian* newspaper Thursday, April 14th, 2011.



Join the fun this year by unplugging

Eat Smart Program-Missoula City-County Health Department
Questions or comments? Contact Rebecca Morley, MA
(406)258-3827 www.co.missoula.mt.us/HealthServices/EatSmart
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Reduce screen time for
better health, better grades,
better relationships,
and MORE FUN!

www.unplugmissoula.org



Go Screen-Free

CLICK HERE
TO OPEN



Difficulty opening ? Go to: www.co.missoula.mt.us/HealthServices/EatSmart/newsletters.htm

Others interested in Eat Smart Newsletter?
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