

NUTRITION

On Your
Own

Self-Paced Lesson
SP-000-16 1/2004/Revised



You and your children can be media smart

Which of these media ads do your
children notice?

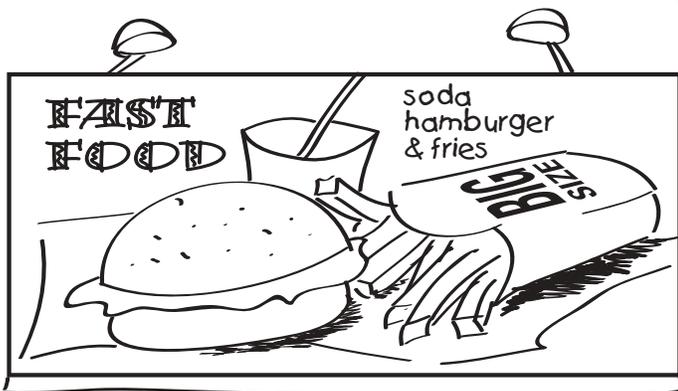
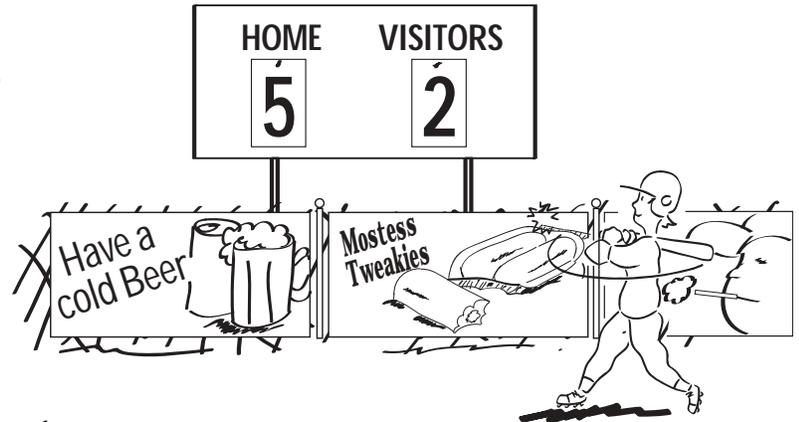
Billboards

Movies

Clothing Labels

TV

Radio

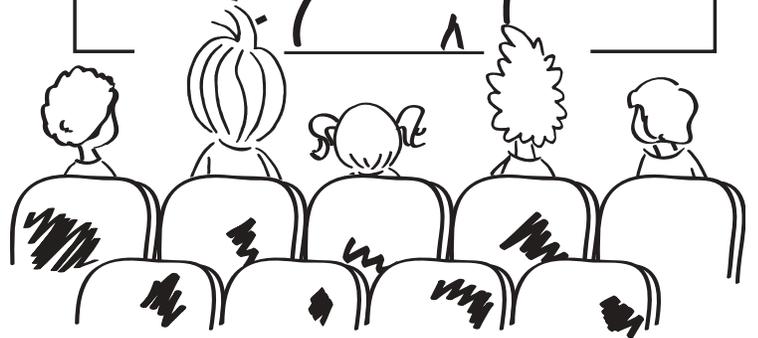


Do your children want candy,
fast food, sodas? Where do your
children learn about all the things
they want you to buy? The answer
is in ads that are everywhere.

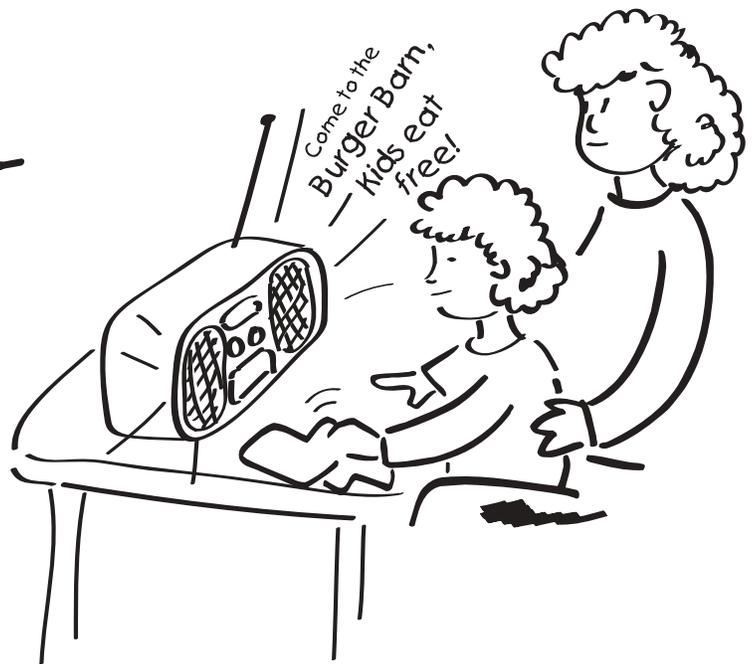
— **Billboards**

— **Movies**

Children learn from everything around them Ads can start to influence children even before they can talk. You can limit how much the media controls your children.

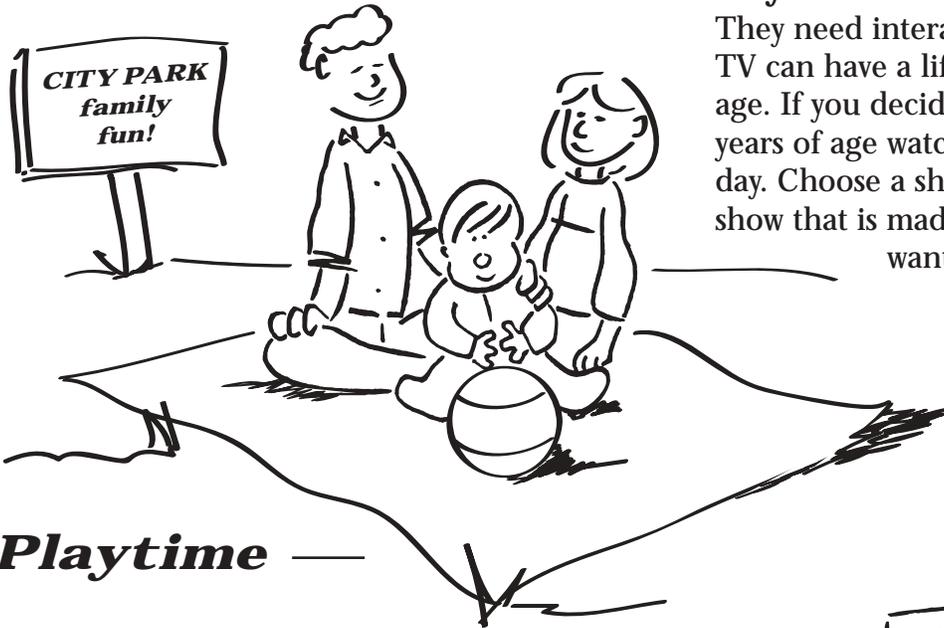


— **Designer Labels**



— **Radio**

Here are some tips that will help you teach your children about ads.



Playtime —

2-5 years: Children at this age cannot tell fact from fiction. Everything looks real to them. Pick the radio, TV, and movies for your child carefully. Only turn on TV programs that show behavior you want from your child.

Mute the ads during TV shows. Make muting the ads a game you play with your children. It will help to teach your children the difference between ads and TV shows. Talk to your children about the ads around them on TV, billboards, or clothing. Tell them that ads are there to make people want to buy things.

0-2 years: Infants and toddlers do best with no TV. They need interaction with you or another adult. TV can have a lifelong impact on children at this age. If you decide to let your children under 2 years of age watch TV, limit them to one show a day. Choose a show without commercials. Pick a show that is made for young children. You may want to videotape shows to play again.



Talking —

You and your children can be media smart: questions

Which of these most influences what your children want to buy?

Billboards Movie Clothing Labels
TV Radio

How much TV is best for children under 2 years old?

None 30 minutes a day
1 hour a day

Preschoolers can tell fact from fiction.

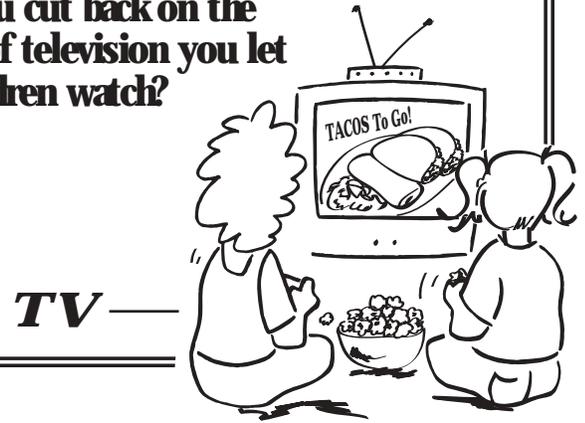
True False

How much TV do your children watch each day?

1 hour 3 hours more than 4 hours
2 hours 4 hours

Could you cut back on the amount of television you let your children watch?

Yes No



Alternatives to TV

You can keep your children happy and busy without a TV. It may take a little planning, but the results are worth it. Here are some ways your children can entertain themselves without TV.

Older Babies

☀ Give them items from around the house to play with. You might want to keep a box of the items handy for really busy times at your house. Babies enjoy playing with:

- Different size boxes
- Plastic cups
- Plastic bowls
- Paper towel tubes
- Balls

☀ Play peek-a-boo

☀ Read a book with your baby.

Toddlers

☀ Give them these items from around the house to play with:

- A larger box full of things to dump. Put plastic cups or bowls, paper towel tubes, and balls in the box.
- Oatmeal boxes
- Aluminum foil rolled into a ball
- A sock rolled into a ball
- Dress up clothes

☀ Play hide-and-seek or read a book with your child.

Older Children

- ☀ Give them dress-up clothes to play with.
- ☀ Let them help you with household chores like sweeping or making dinner.
- ☀ Ask them to go on an imaginary visit to a far off place like the moon, the jungle, or a very high mountain.
- ☀ Get them a hoola hoop, a jump rope, bubbles, or chalk to make a hopscotch board.



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