



STATE OF NEW YORK DEPARTMENT OF HEALTH

Corning Tower The Governor Nelson A. Rockefeller Empire State Plaza Albany, New York 12237

Richard F. Daines, M.D.
Commissioner

Wendy E. Saunders
Executive Deputy Commissioner

June 16, 2009

Dear Colleague or Partner:

The New York State Department of Health Obesity Prevention Program and the Center for SCREEN-TIME Awareness invite your school, library, or community organization to participate in the third Statewide Turnoff Week, September 20-26, 2009.

Television viewing is the most common sedentary activity of children in the United States. Children between the ages of 8 and 18 average four hours and fifteen minutes of screen time viewing, and young children ages 6 years and under spend on average 2 hours a day using screen media (TV, videos, games and computers) every day. Research has shown that the more hours spent in recreational screen time, the greater the prevalence of overweight and obesity in childhood and risk of overweight and obesity in adulthood. Excessive screen time, particularly television, is not only associated with increased risk of obesity, but less nutritious meals and snacks, and increased violence.

A survey of third grade children in New York State revealed that more than 50% had a TV in their bedroom. Those children, compared to those without a TV in their bedroom, were more likely to be obese (17.9% vs. 13.1%) or severely obese (6.2% vs. 2.4%). Parental time limits of their child's TV viewing was also shown to be significantly related to their child's reported TV viewing hours. Children whose parents more stringently limited their TV viewing viewed significantly fewer hours of TV on school days than children whose parents did not impose strict limits.

The American Academy of Pediatrics recommends no television for children under two years, and that children over two years limit their screen time to no more than one to two hours of educational programming per day.

Turnoff Week is a great opportunity for school staff, PTA representatives, community libraries, or other youth-based organizations to work with children and their families to find fun, active alternatives to hours in front of a screen. To help you plan and promote a week without screen time, an event *Organizer's Kit* and *Posters* are available free upon request to New York State schools, organizations and interested individuals while supplies last. Please submit your order using the attached order form.

For further information, please contact Dan French at djf05@health.state.ny.us, or 518-408-5142.

Sincerely,

Dan French
Obesity Prevention Program
New York State Department of Health

"Life has become so involuntary with all the technological advances in today's society that sometimes we forget how to do things ourselves...people have even forgot that going outside is vital for good health."

Samantha, Cornwall Central Middle School, Cornwall, NY –
Turnoff Week 2008

**Statewide Turnoff Week 2009, September 20-26
I'm Unplugged
Order Form**

The NYS Department of Health and the Center for SCREEN-TIME Awareness are providing a limited quantity of Organizer's Kits (CD) and Posters to schools, organizations, and individuals in New York State. One (1) Organizer's Kit and three (3) Posters have been allocated per order. If requesting materials for more than one location, please complete and fax a separate form for each location.

PUB #	RESOURCE REQUESTED	QTY.
PP41	I'm Unplugged Organizer's Kit	1
PP42	I'm Unplugged Poster (pictured below)	3

Please complete all fields on this form and fax to (518) 474-3356.

*****WE ARE UNABLE TO SHIP TO POST OFFICE BOXES*****

(Please print clearly)

Your Name: _____

Title or Position: _____

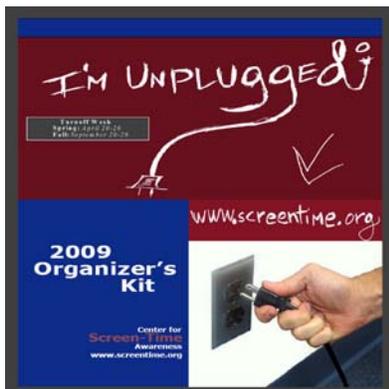
School/Organization (if applicable): _____

Address: _____

City: _____ State: NY Zip: _____

E-Mail: _____

Shortly after Turnoff Week 2009, we will follow-up with you via email from preventingobesity@health.state.ny.us with a link to a brief online survey so that we can learn important information about the reach and impact of your activities, and continue to improve upon this statewide initiative for next year.



Fax to: (518) 474-3356

Please allow up to 2 weeks for receipt of materials.
Thank You!