



10 THINGS YOU CAN DO TO RECLAIM CHILDHOOD FROM CORPORATE MARKETERS

- 1. Build commercial-free time into your child's life.**

Nurture creative play. Get children out in green space; nature is a great antidote to commercialism. Institute family nights where you play board games, bake, collaborate on art projects, etc.
- 2. Limit screen time.**

Make sure children's bedrooms are screen free. Remember the American Academy of Pediatrics recommends no screen time for children under two and limits for older kids. **Celebrate Screen-Free Week.** Organize a Screen-Free Week in your community (www.screenfree.org).
- 3. Educate yourself and others.**

Hold a screening of *Consuming Kids* at your school, your home, or your place of worship (<http://commercialfreechildhood.org/resource/consuming-kids>.) Invite your state representative, board of education, and PTA/PTO president. Download CCFC's fact sheets from <http://commercialfreechildhood.org/resources-factsheets>. Read books about commercialism and share them with a book group. Our suggested reading list is available at <http://commercialfreechildhood.org/sites/default/files/suggestedreading.pdf>.
- 4. Speak up.**

Ask your daughter's pediatrician not to use Barbie band-aids. Ask your son's teacher not to use Spiderman stickers as rewards. Ask your friends and family to adhere to your values when selecting birthday and holiday presents for your children. Even new parents can ask people to avoid electronic toys, licensed characters and screen media when giving baby gifts.
- 5. Choose commercial-free.**

If possible, select preschools, camps, and daycare centers that do not depend on screens, and media-linked toys to entertain children--or work to change the ones you're involved with.
- 6. Reclaim your child's school.**

Form a committee to examine school commercialism. For ideas about what to look for, see <http://commercialfreechildhood.org/sites/default/files/schools.pdf>. Find out how to hold a Commercial-Free Book Fair at <http://commercialfreechildhood.org/resource/commercial-free-book-fairs>. Ask your school or school board to adopt policies that limit advertising on school grounds.
- 7. Speak out!**

Write a letter to your local newspaper and comment on parenting blogs and social networking sites about the commercialization of childhood.
- 8. Work for local legislation.**

Urge your state representative to sponsor legislation that prohibits advertising and marketing in schools.
- 9. Work for federal legislation.**

Urge your U.S. Senators to support legislation that restores the Federal Trade Commission's authority to regulate marketing to children.
- 10. Support CCFC.**

Help us build a national network of parents, educators, health care professionals, advocates, and concerned citizens working together to reclaim childhood from corporate marketers by participating in CCFC's email campaigns and sending them on to friends and family.