

10 things you can do to **reclaim childhood** from corporate marketers

1

Carve out commercial-free time

Make creative and outdoor play the norm. Have family nights for games, projects and other fun.

2

Limit screen time

Pediatricians recommend:
A. NO screen time for kids under two
B. Time limits for older kids
C. Keep bedrooms screen free

3

Reclaim your school

Work with friends and educators to limit (or eliminate) advertising in your community's schools.

4

Call out the worst corporate offenders

on social networks and blogs. Share commercial-free alternatives.

5

Learn More

Hold discussion groups, film viewings and book groups at your school, library or place of worship.

6

Speak up

Ask pediatricians and teachers to dump "branded bling" like Barbie bandages and Spider-Man stickers. Ask friends and family to skip electronics and character-based toys when giving gifts to your kids.

7

Choose commercial-free

Buy toys, food and clothing from companies that do not market directly to children. Avoid companies that do.

8

Work for local, state and federal legislation

that protects children from unscrupulous marketing.

9

Celebrate Screen-Free Week

Turn off digital games, apps, television and videos for seven days. Turn on life! Visit screenfree.org.

10

Join the Campaign for a Commercial-Free Childhood

Help CCFC protect the rights of children to grow up — and the freedom for parents to raise them — without being undermined by commercial interests.



Campaign for a Commercial-Free Childhood

Learn more (and participate!) at commercialfreechildhood.org.
Like us on Facebook and follow us on Twitter @commercialfree.

How does advertising hurt the kids **you** love?

▶ **Marketing to children is unfair**

Kids are more vulnerable than adults. Their developing brains are no match for today's invasive and sophisticated advertising.

▶ **It undermines parents**

Getting children to nag is a common marketing strategy. And it works! Nagging accounts for one in three trips to fast food restaurants.

▶ **It glamorizes greed**

The false message of advertising — that what we buy will make us happy — leads to excessive and unsustainable consumption.

▶ **It encourages unhealthy eating**

How effective is junk food marketing? Very! Preschool children report that food in McDonald's wrapping tastes better — even when it's not from McDonald's!

▶ **It glorifies violence**

Research links media violence to aggression, desensitization and fear, yet violent movies, TV programs and video games are marketed to kids as young as preschoolers.

▶ **It sexualizes kids**

Even very young children are bombarded with graphic media and marketing that encourage girls to focus primarily on appearance and sex appeal.

▶ **It stifles imagination**

Toys heavily marketed to kids — media-linked, screen-based and computerized — deprive children of the kind of hands-on play essential to creativity, learning and problem solving.

▶ **It distorts body image**

From impossibly thin dolls to bulked up action figures to digitally enhanced fashion models, marketers sell kids on unhealthy physical aspirations.

▶ **It's inescapable**

Advertising is everywhere. Marketers even sneak ads into schools and onto school buses where kids are a captive audience.

▶ **It's getting worse**

In 1983 companies spent \$100 million marketing to children. Now it's more than \$17 billion! And kids today spend more time with commercialized screen media than in school or with family and friends.

It doesn't have to be this way.