

make time to...

SWITCH OFF and TALK



Talking face-to-face
with family & friends
is important.

By showing our children how to talk and make
conversations we can help them do well at school,
make friends - and get a good job later in life!

Contact your local Children's Centre for more
details or visit: www.nottslanguageforlife.co.uk.



NCFP is a partnership between...

Nottinghamshire Healthcare NHS Trust
Positive about integrated healthcare



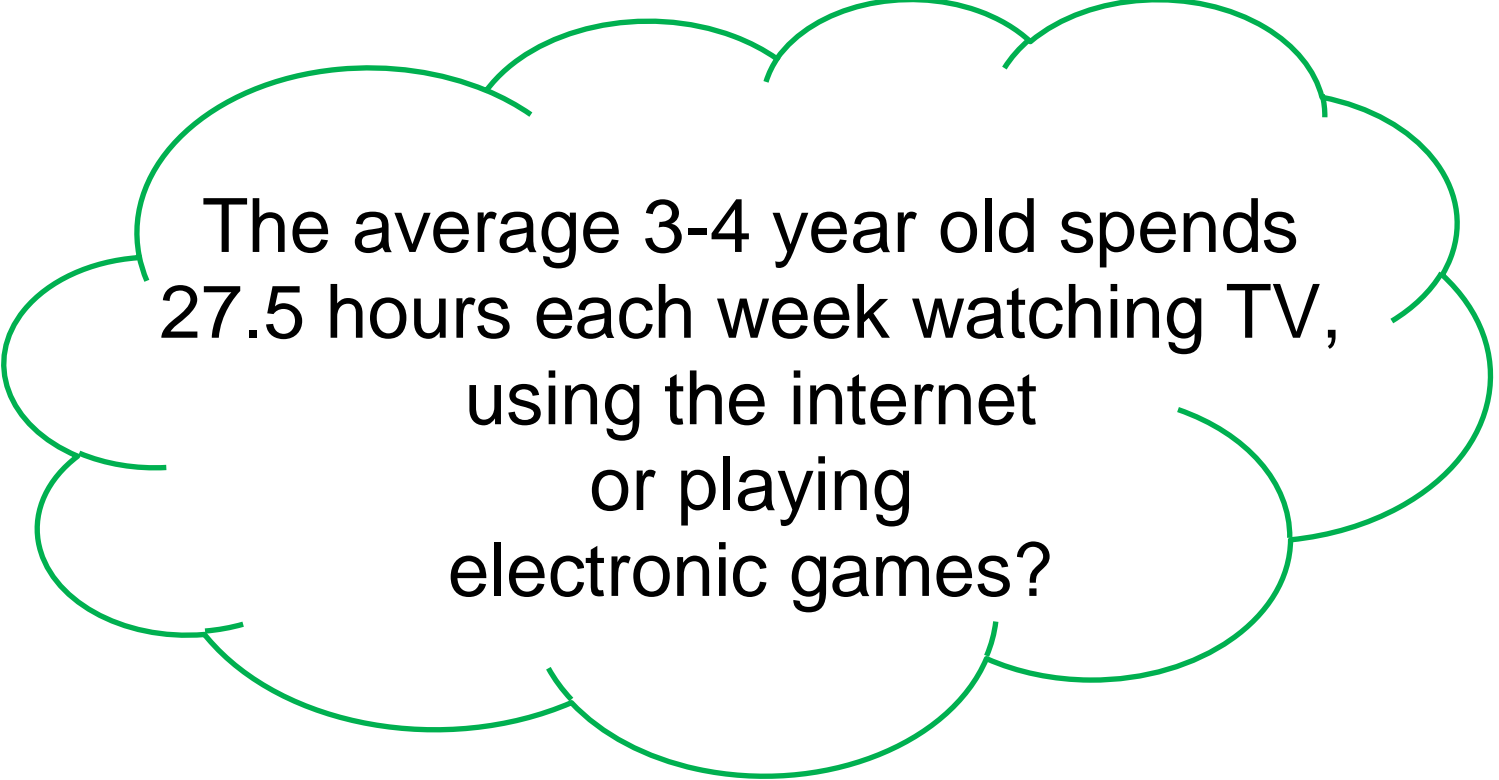
Commissioned by...



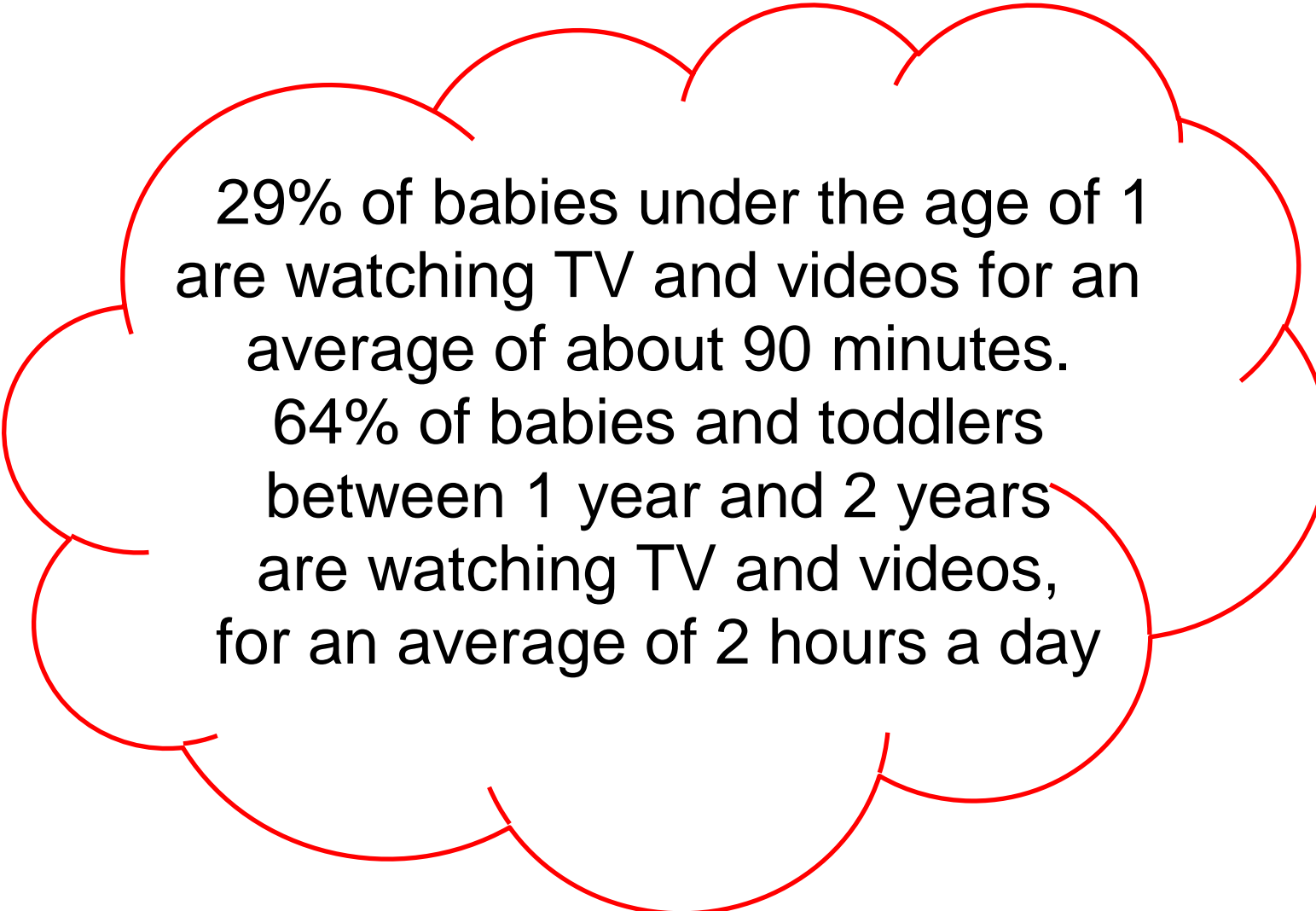
Nottinghamshire
County Council

From original ideas by Newark Town's Communication Leaders and the competition winners: Megan Christianson, Emily McCrery, Sam Coote, Leah Simpson, Kan Jolly, Molly Garland and Lollia Sturman.

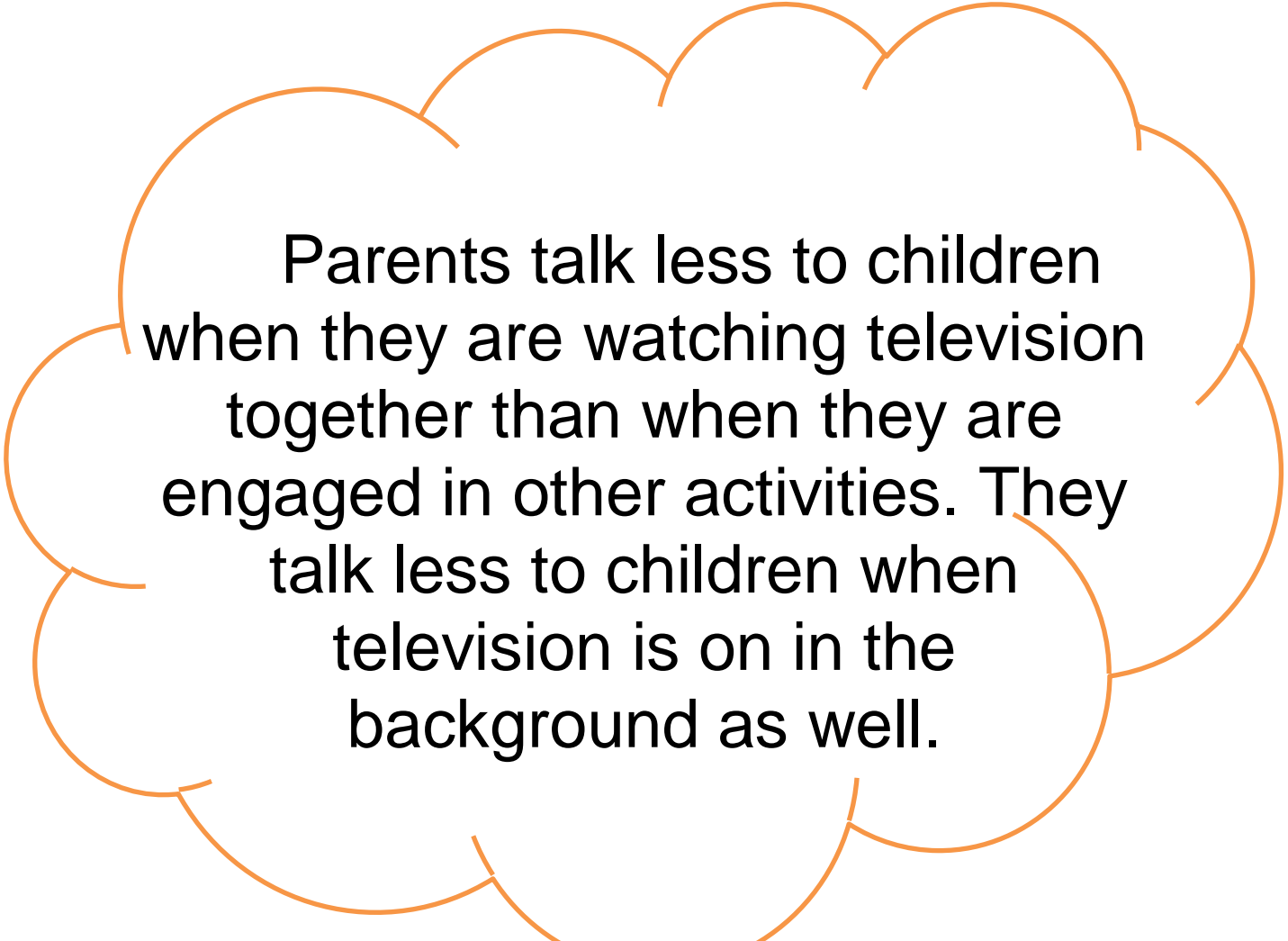
Did you know...



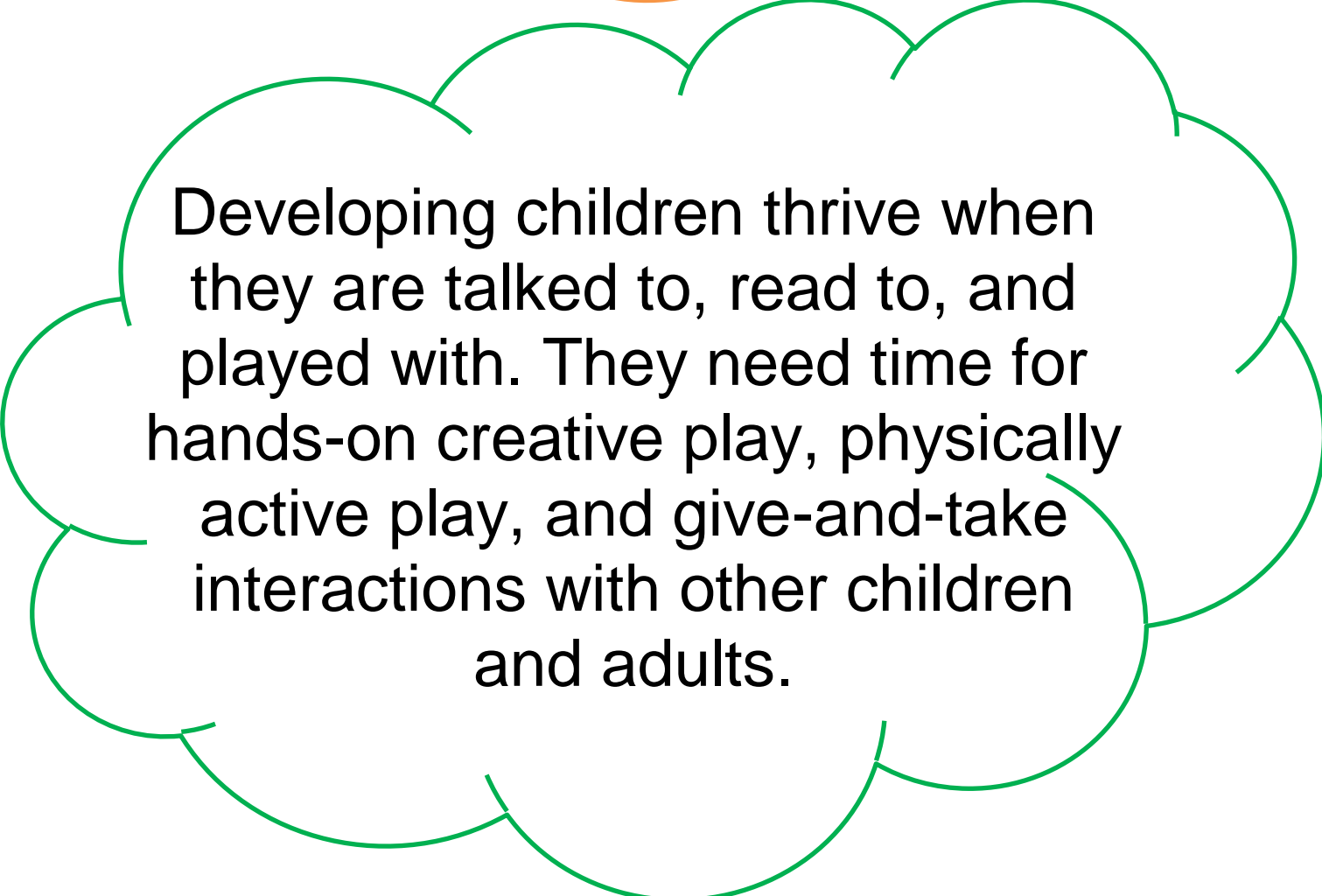
The average 3-4 year old spends 27.5 hours each week watching TV, using the internet or playing electronic games?



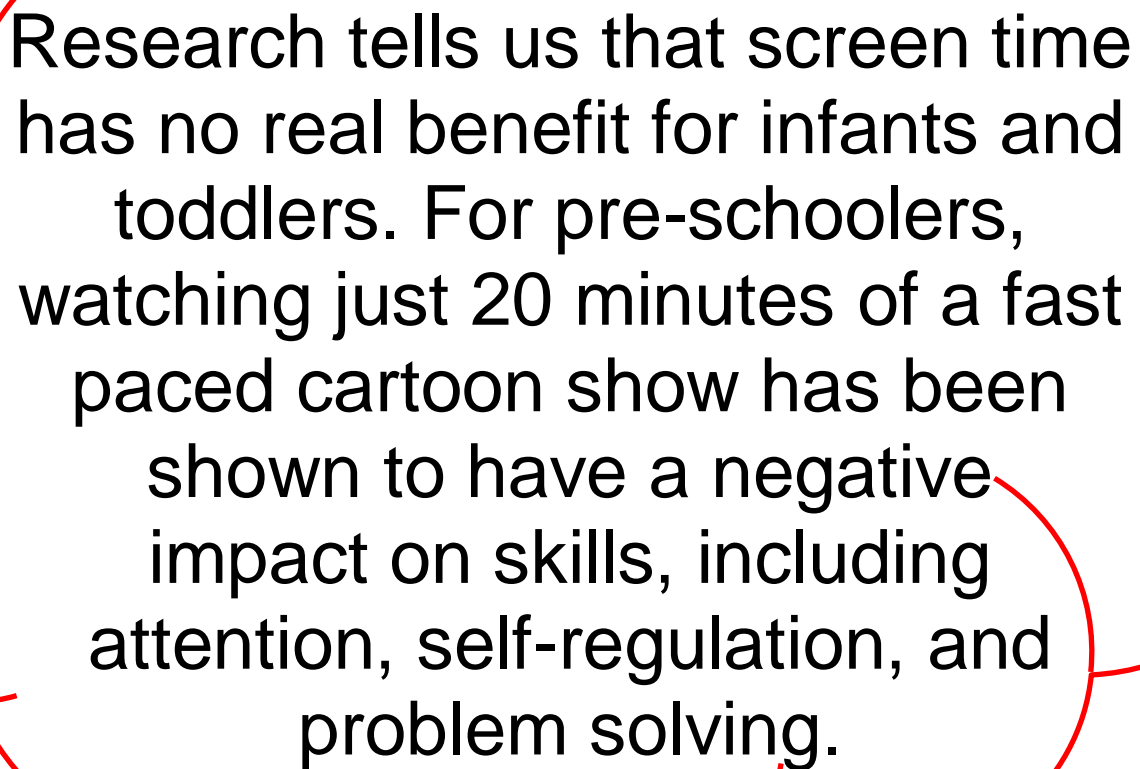
29% of babies under the age of 1 are watching TV and videos for an average of about 90 minutes.
64% of babies and toddlers between 1 year and 2 years are watching TV and videos, for an average of 2 hours a day

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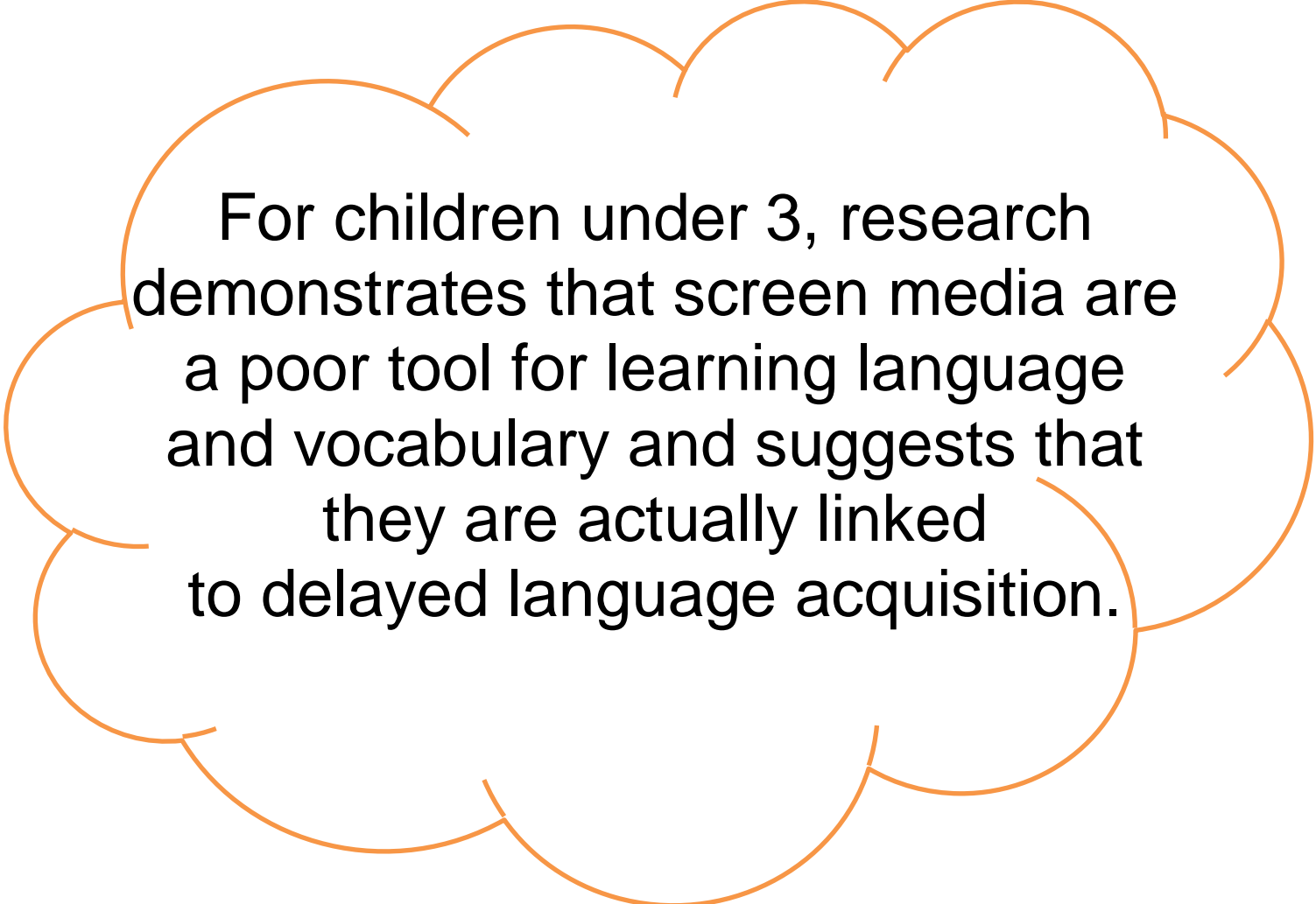
Parents talk less to children when they are watching television together than when they are engaged in other activities. They talk less to children when television is on in the background as well.

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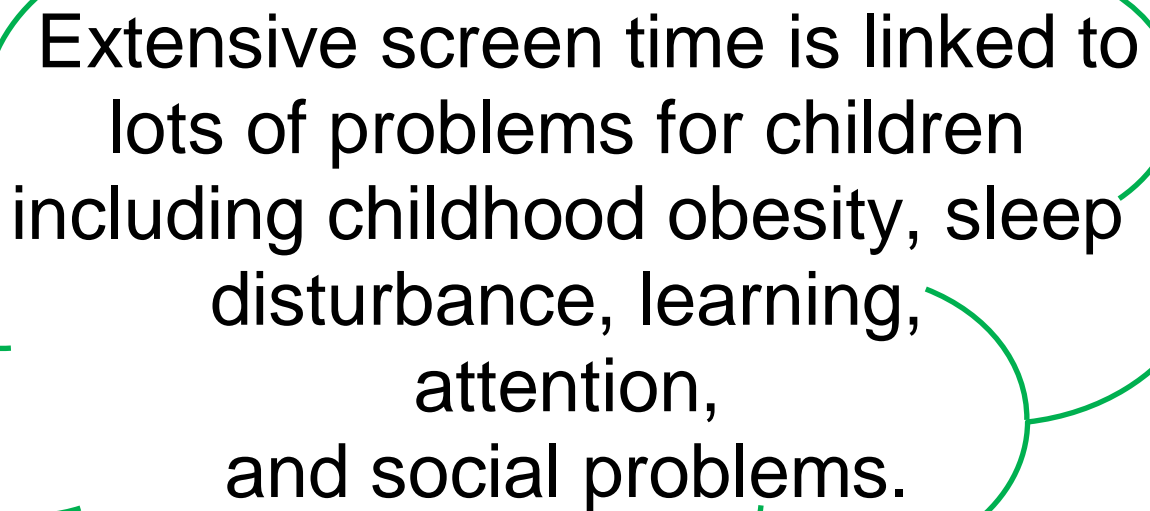
Developing children thrive when they are talked to, read to, and played with. They need time for hands-on creative play, physically active play, and give-and-take interactions with other children and adults.

A red, hand-drawn cloud-shaped border with scalloped edges, containing the text.

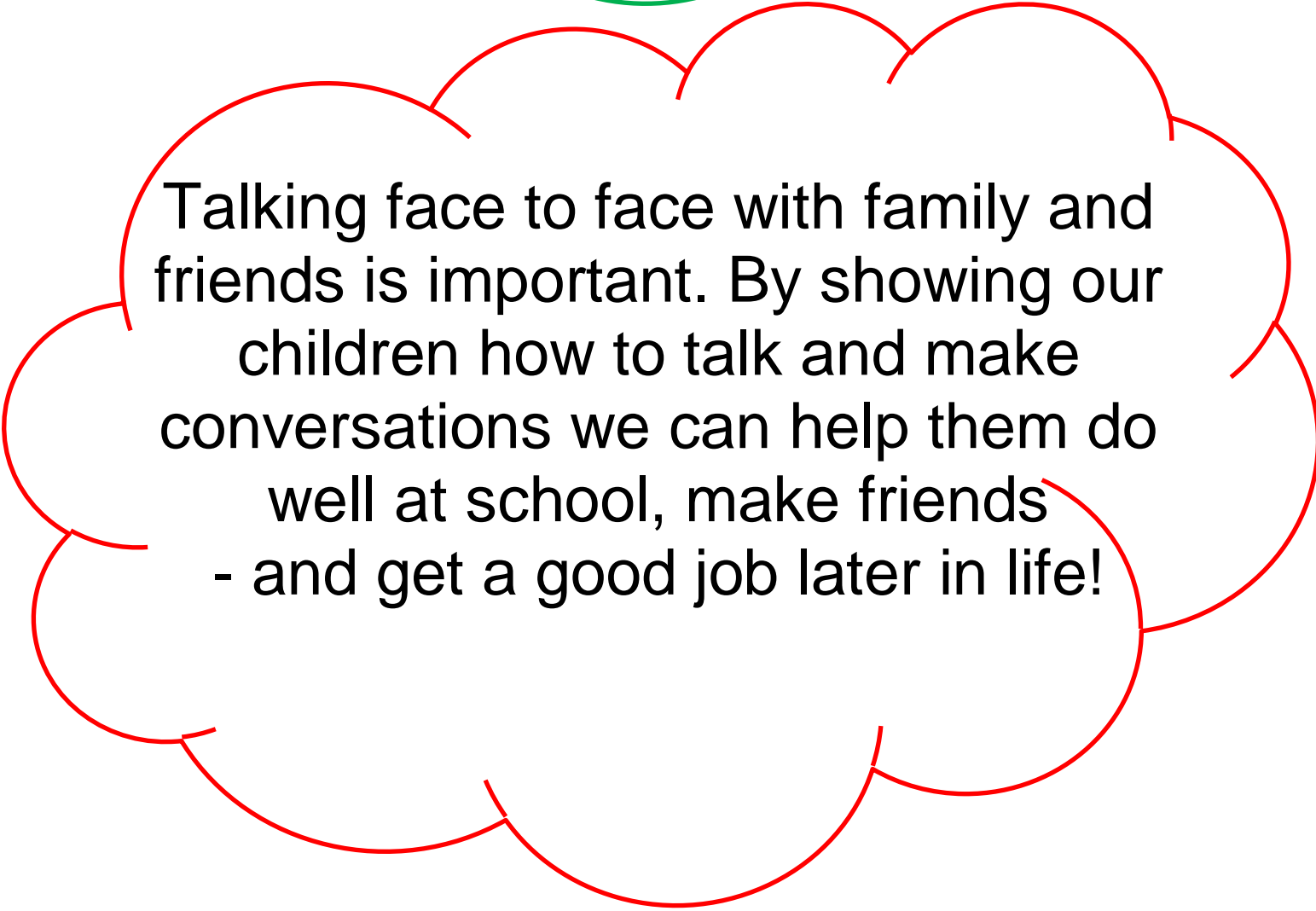
Research tells us that screen time has no real benefit for infants and toddlers. For pre-schoolers, watching just 20 minutes of a fast paced cartoon show has been shown to have a negative impact on skills, including attention, self-regulation, and problem solving.

An orange, hand-drawn cloud-shaped border with scalloped edges, containing the text.

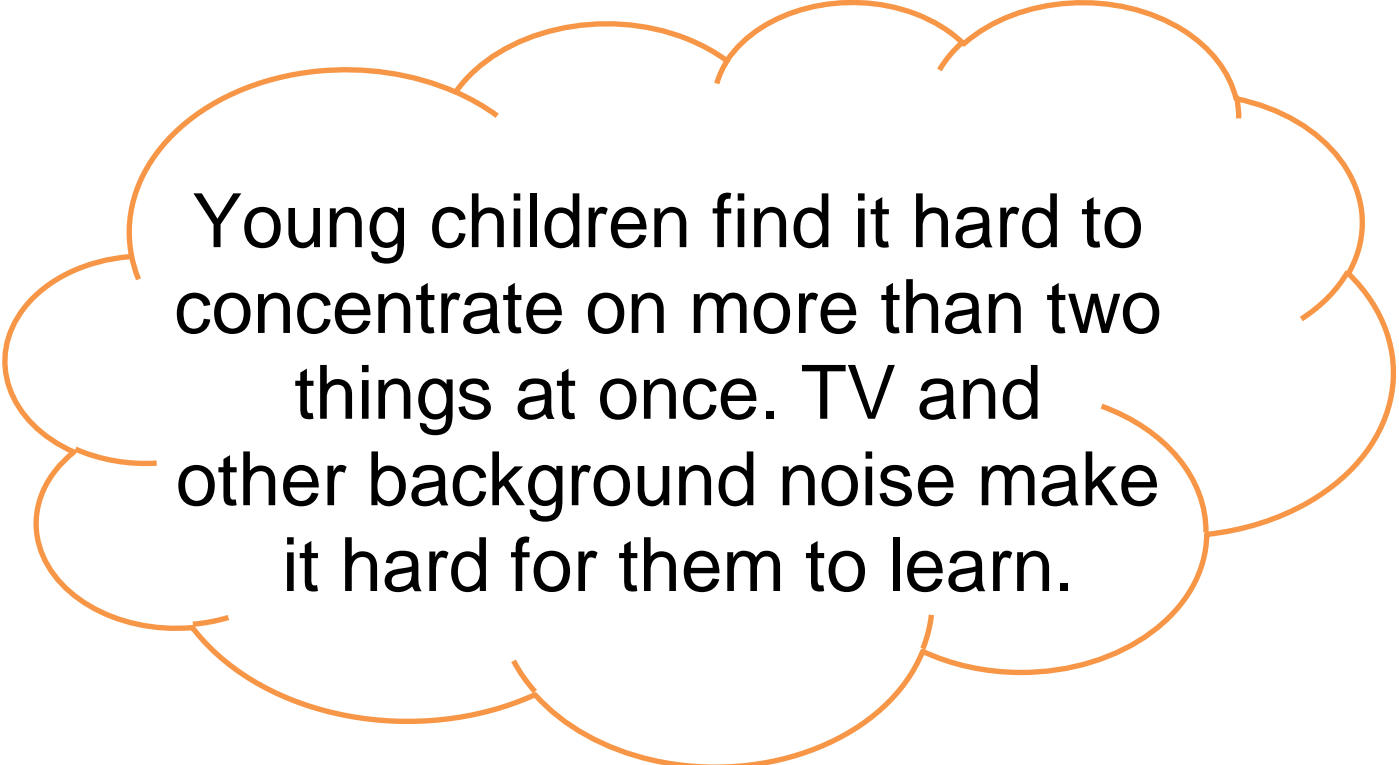
For children under 3, research demonstrates that screen media are a poor tool for learning language and vocabulary and suggests that they are actually linked to delayed language acquisition.

A green-outlined cloud shape containing text.

Extensive screen time is linked to lots of problems for children including childhood obesity, sleep disturbance, learning, attention, and social problems.


A red-outlined cloud shape containing text.

Talking face to face with family and friends is important. By showing our children how to talk and make conversations we can help them do well at school, make friends - and get a good job later in life!

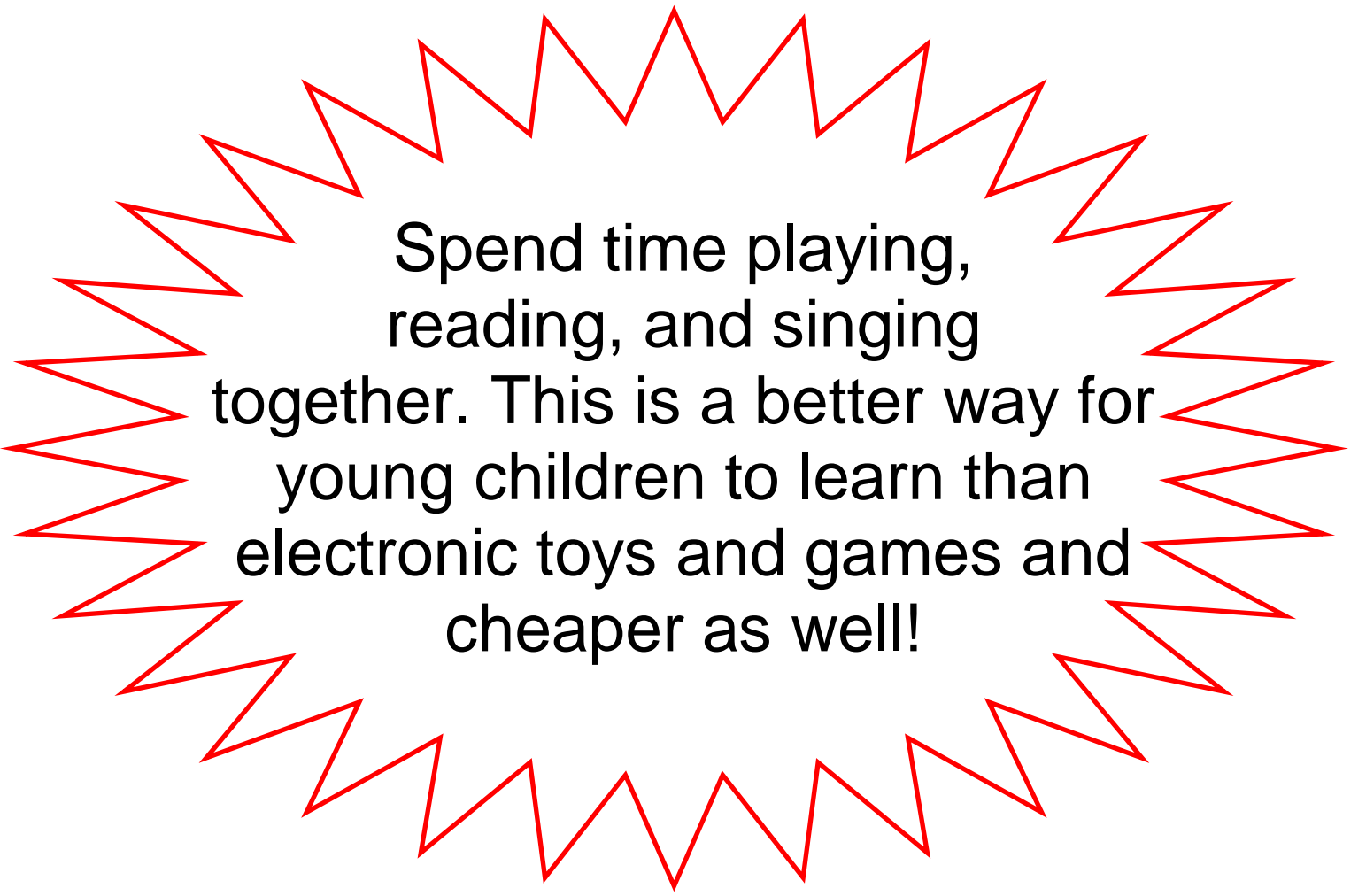


Young children find it hard to concentrate on more than two things at once. TV and other background noise make it hard for them to learn.

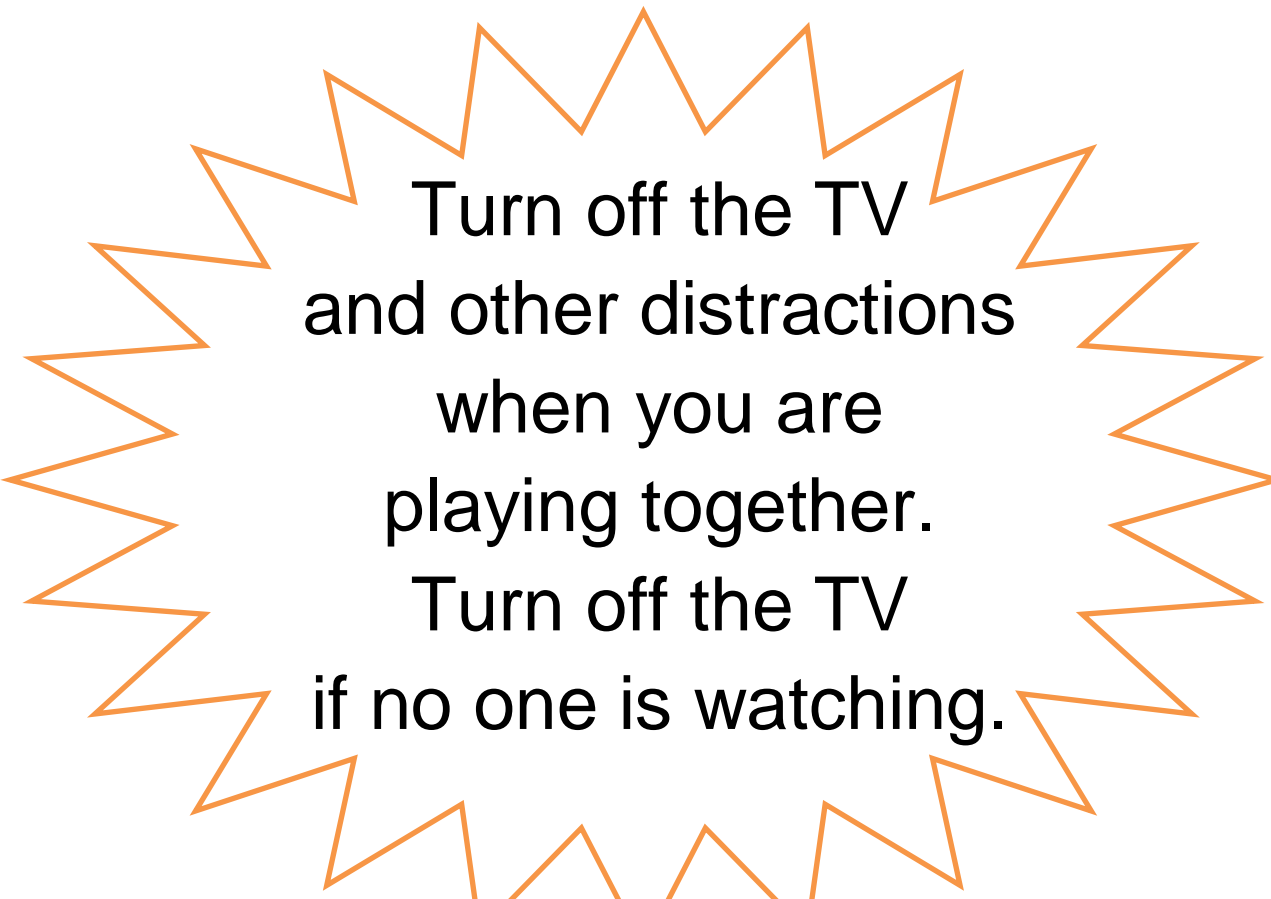
You can help your child to develop good listening and talking skills if you...

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Spend 'special time'
with your child talking
about what you are
doing or have
done that day.

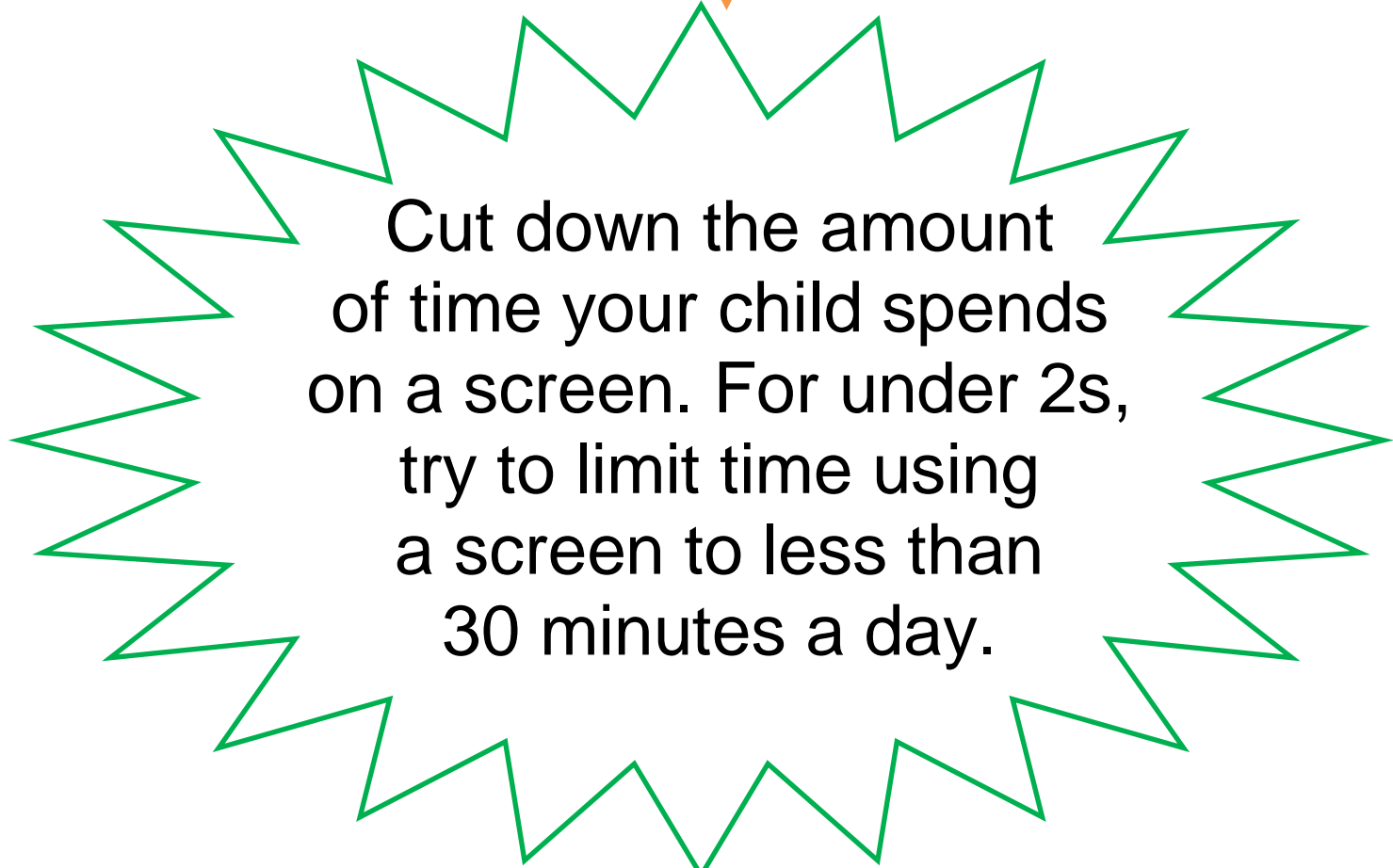
A circular border with a jagged, starburst-like pattern in red, surrounding the text.

Spend time playing,
reading, and singing
together. This is a better way for
young children to learn than
electronic toys and games and
cheaper as well!

A jagged, starburst-like border in orange color surrounds the text.

Turn off the TV
and other distractions
when you are
playing together.

Turn off the TV
if no one is watching.

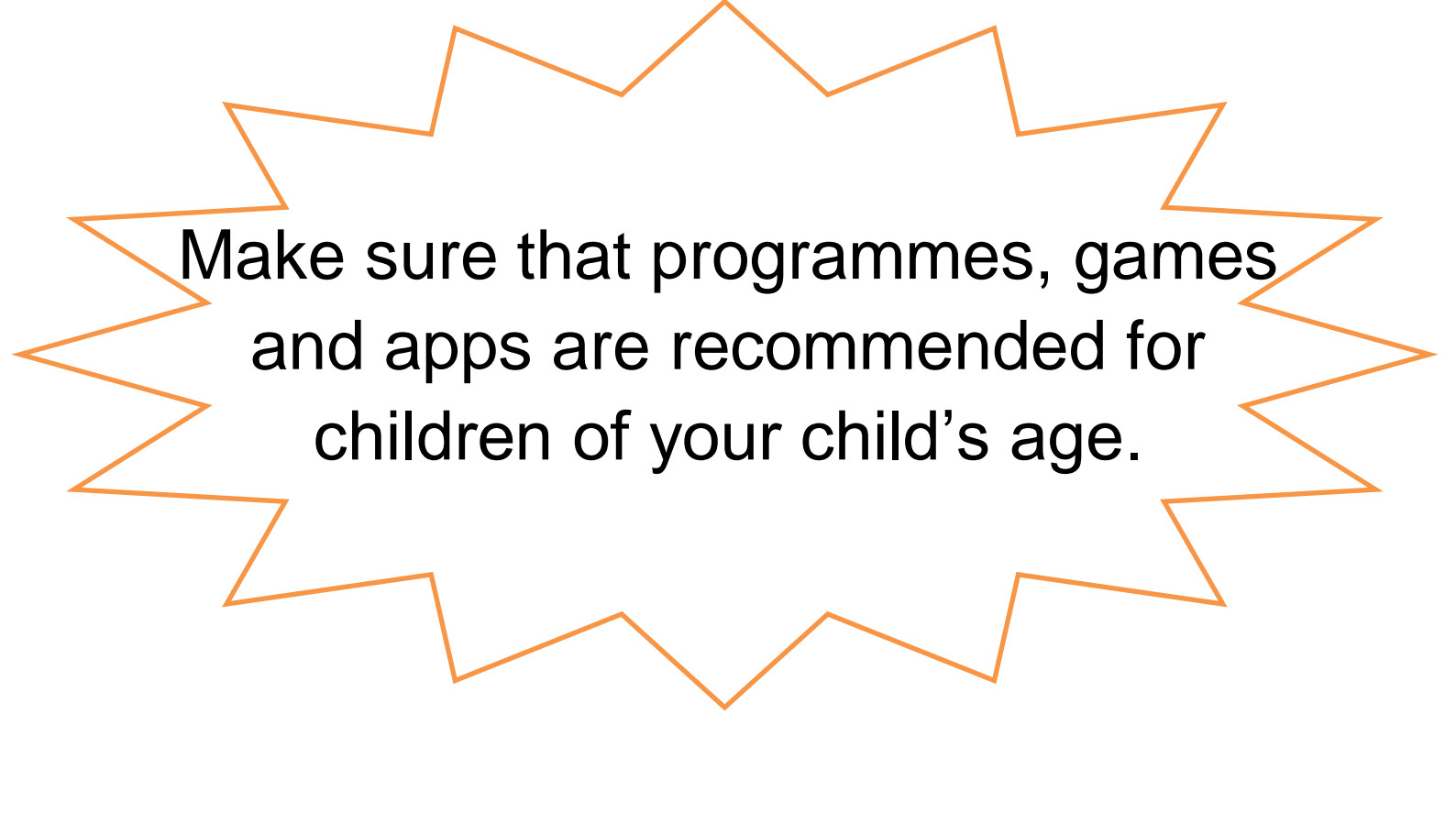
A jagged, starburst-like border in green color surrounds the text.

Cut down the amount
of time your child spends
on a screen. For under 2s,
try to limit time using
a screen to less than
30 minutes a day.



Budge up and talk!

Find time to watch programmes and play electronic games together. Talking about programmes and games can help a child's language to develop and is better than them watching alone.



Make sure that programmes, games and apps are recommended for children of your child's age.

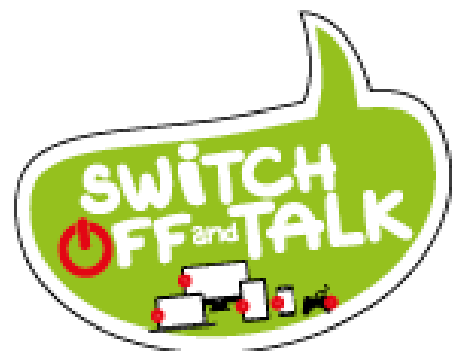
Parents and children's thoughts...

“My children get along so much better [during Screen-Free Week]. They don't fight as much. They read. But mostly, I notice the imaginative play.” (parent)

“During no tv/computer week, I didn't even miss it. I was so busy...and my parents thought I'd be bored!” (child)

“We have played together more. Built things together. Just sat and talked together more. The talking is the greatest. This has been a wonderful week.” (Parent)

“Over the [Screen-Free] Week I had lots of fun. I never thought I would survive one week without TV, radio, computer, or my DS games. I was wrong.” (child)





Look at Books Together