English \int

Television – Exercise Killer?

Preschool and Primary School Children and Television Consumption

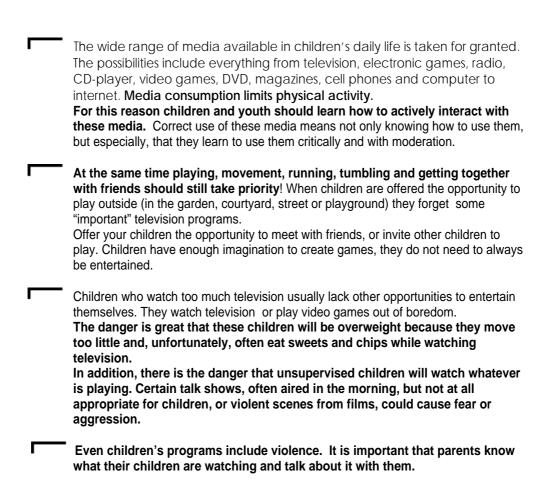
Dear Parents

Every fifth child in Switzerland is overweight by the time he or she enters Kindergarten! Physical Education teachers and pediatricians have observed that the activity of many children is insufficient and that many young people have bad posture that could lead to back problems.

Our lifestyle and our environment have changed dramatically over the last century. An increase in traffic and housing developments have made it increasingly difficult for children to find play areas that are not specifically designed for this purpose.

Children's active sphere and their opportunity to explore and "conquer" their environment are reduced while their natural need for exercise is limited.

The possibility for media consumption has reinforced the replacement of outdoor with indoor play.



Fernseher – Bewegungskiller?

	Television should not replace a child's need for sports and movement. Sports and active play are necessary for healthy development.
_	Children (and parents) should not eat in front of the television.
_	The television does not belong in the children's bedroom.
	One should allow children to watch one program each day but children should consciously choose the program. Afterwards, the television should be turned off. No "channel hopping
	Children should not be allowed to watch television until they have completed their other responsibilities, such as homework and household chores.
	Small children should not be left alone in front of the television. Even television shows intended for children can sometimes be frightening. In this case, it is very important that a child has the opportunity to speak with it's parents.
	The television should not be a babysitter! There are very good educational programs, without advertising, for younger children. The programs "Sendung mit der Maus," "Sesamstrasse" or "der Käpt`n Blaubär Club" are

appropriate for children as of five years old. The programs "Löwenzahn" or "Kinderweltspiegel" are recommended for children as of seven years old.