



LESS TV=LESS VIOLENCE

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How many kids were killed or injured in school fires in the US in the last 5 years? Answer: Zero. Yet we do fire drills and have alarms and sprinklers for something that is only a remote possibility.

How many kids were killed or injured in school shootings in the US in the last 5 years? Answer: In 1998 alone there were 35 murders and almost a quarter-of-a-million American children were seriously injured by school violence. The possibility of your child being killed or injured by school violence is small, but it is thousands of times more likely than the possibility of a school fire. Shouldn't we do at LEAST as much preparation for a shooting as for a fire?

Would you like to have a 40% reduction in violent behavior in YOUR kids' schools? We CAN do something to reduce school violence! *CONVINCE KIDS TO TURN OFF THE TV!*

In 2000, the doctors, psychologists, pediatricians and child psychiatrists issued a joint statement to the US Congress stating, "Well over 1,000 studies point overwhelmingly to a casual connection between media violence and aggressive behavior in some children." However, no one (until now) had demonstrated the reverse: if we take media violence out of a child's life, will violent behavior decrease? But now, someone has!

Stanford University has demonstrated that less TV=less violence. Stanford recently released a landmark study demonstrating a 50% decrease in verbal aggression and a 40% decrease in physical aggression just by encouraging kids to turn off their TVs and video games.

An assistant professor and the study's lead author at Stanford, Dr. Thomas N. Robinson, stated, "What this says is there is something you can do in a practical way, in a real-world setting, and see the effects."

Two-thirds of the pupils in the elementary schools involved in the study agreed to participate in an initial 10-day effort to turn off the TV altogether, which was monitored by slips signed by parents. Over half of them continued to limit their TV watching to less than 7 hours per week during the next 20 weeks. The results found a 40% reduction in physical aggression and a 50% reduction of verbal aggression in the overall population in the experiment as compared to the children in the control group that did not follow the program. The children who were the most aggressive at the outset of the study had the most to gain, and they showed the greatest benefit. The researchers also found a noted reduction in obesity and overeating problems.

Schools have done an outstanding job of educating students that cigarettes can kill people. The generation that was taught in elementary school about the health risks of tobacco is the generation that grew up and played "pin-the-tail-on-the-donkey" with the tobacco industry. Now we have the opportunity that a generation can be informed about the health impact of media violence.

A curriculum will soon be available from Dr. Robinson and when that happens, it will be posted on the web site: www.killology.com.