
TURN OFF THE TV WEEK

Monica Leary Elementary School

Rush, New York

The Action Team for Partnerships (ATP) at Monica Leary Elementary School involved families in school activities during its annual Turn Off the TV Week. The TV-free family events held in the evening included a Kindergarten PJ Story Night with music and guest readers, and a Family Skate Night. Two strategies worked to make the Turn Off the TV Week's events successful.

First, the ATP promoted the event through a "communications campaign." Parents and teachers worked together to plan and advertise the activity and to decorate the bulletin boards. The *Parents As Partners Corner* section of the monthly newsletter advertised the event to families two months prior to it taking place. The Leary website also had information about Turn Off the TV Week. As the date approached, the teachers handed out flyers explaining the event and encouraging families to participate. In addition to the flyer, students took home a pledge to be TV-free.

Second, the ATP collaborated with the community to acquire donations and prizes. When students returned the signed pledge to the teacher, they received a set of raffle tickets, a free skate pass, a discount coupon to a local bookstore and an end-of-event evaluation form. Community members donated prizes including the coupons for the raffle, and they helped implement activities.

One hundred sixty students pledged to be TV-free. Eighty students and family members participated in the Kindergarten Story Night. One hundred forty-seven students and their family members attended the Family Skate event. Some parents volunteered to help with next year's program.

E. Sue Mills, Principal
(716) 359-5460