

## Adults Are Influenced by Portrayals of Smoking

We know kids start smoking more often when they are exposed to tobacco advertising. Adults also seem to be influenced in the same way. Research found when smoking portrayals on prime time TV were reduced from five instances per hour to 0.29 per hour

between 1955 to 2010, U.S. adults smoked less. This reduction equals half that attributed to raising cigarette taxes over the same period.<sup>5</sup>



**PositiveTip:**  
*Avoid exposure to smoking and other harmful habits. This will reduce cravings and encourage positive change.*



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### References:

1. <http://bit.ly/kids-sleep>
2. <http://bit.ly/pomo-tech>
3. <http://bit.ly/fit-kids>
4. <http://bit.ly/brit-study>
5. <http://bit.ly/tobacco-control>

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## Media and Your Kids Sleep

by Gary Hopkins, MD, DrPH

Parents pass along many traits to their kids. One of these includes a child's sleep habits.

A report from the Kaiser Family Foundation said, "Sleep is the subject of some confusion and considerable anxiety among parents of infants, but fades gradually to an afterthought among most parents of older children, who struggle to maintain busy schedules, enforce homework, and endorse healthy

There is good reason to believe that different media formats (e.g. television viewing, Internet use, cell phone use, electronic game-playing) have different kinds of effects on sleep.

Different types of content within these media formats presumably also have different effects—indeed it is possible that certain media content in certain formats can function as a healthy part of bedtime routines.

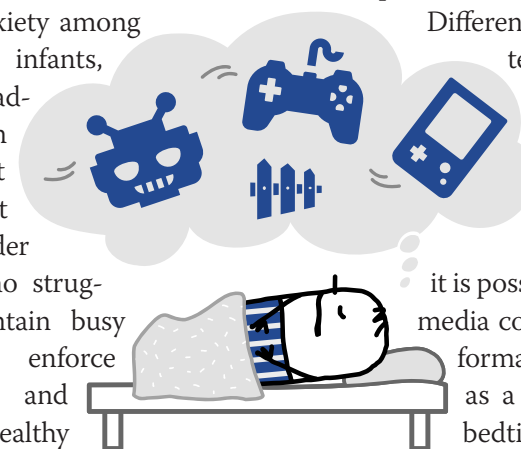
In the effort to balance these needs, children's sleep often takes a back seat."<sup>1</sup>

"Short-changing sleep has serious adverse consequences. American children get too little sleep, with major adverse implications for their cognitive ability, judgment, behavior and physical health. Although there are many reasons for the lack of adequate sleep among children, media use is frequently cited as one probable culprit."

It is also possible that different types of media exposures may have different effects at different times of the day. There is so much that we don't know yet about how the media impact sleep but as information emerges, we will continue to report it here.

A rich collection of scientific studies demonstrates a strong connection between poor sleep and a host of problems for children.

See "Kids Sleep" on Page 3



## Rewards of a Health Schedule

by Brian Bell, MPH

Hopefully you're thinking about your personal health goals: how your sleep, exercise or nutrition habits may need some rebalancing. If you're like me though, you've tried to make lifestyle changes in the past and found that when the going gets tough, inconvenient or boring, reverting to old routines (or lack of it) is pretty easy.

Here are some tips to make a rewarding, flexible and life-long health schedule.



### Make Exercise a Happy Habit

- » *Enlist an exercise buddy, get a pet or find a trainer.*
- » *Mix-up your workouts with sports, calisthenics or any of the variety of exercise classes offered for free at most gyms.*

» *Set concrete goals to achieve moderate-intensity cardiovascular workouts along with some interval training.*

### Rest Assured

» *Remember: good sleep aids your weight maintenance. The less you sleep the greater your risk for obesity.*

- » *Set aside 30 minutes before bedtime to relax in a way that you enjoy (not TV though!) Reading, listening to calm music, catching up with your spouse are all good options.*
- » *Alternate activity and rewarding rest stops all day. I like the Pomodoro productivity technique which advocates for 25 minutes of activity followed by 5 minutes of restful reward. Listening to a favorite song,*

See "Rewards" on Page 3

### Fuel Rewards

- » *Seek out healthy and tasty recipes so you'll anticipate your meals.*
- » *Try a new recipe for each meal once a week to add some variety.*
- » *Eat regularly with family, friends or co-workers to enjoy strengthened relationships.*

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## Keeping Kids Fit

Physical education has declined dramatically in most elementary schools. Researchers found that a 9-month, after school exercise program for 8 and 9 year old elementary school children improved their physical fitness and helped them control their weight. The control group showed no improvements. This program provided moderate to vigorous physical activity 5 times per week.<sup>3</sup>



**PositiveTip:** Provide your children regular physical activity—even if school does not.

### "Rewards" from Page 2

*visiting a colleague, or getting a drink are all great little rewards for productivity. It allows you to spread your simple pleasures out throughout the day.*<sup>2</sup>

Today write down some personal Reasons for a healthier, balanced life, and start implementing new health routines and enjoy the Rewards for the rest of your life!

### "Kids Sleep" from Page 1

Nearly every problem concerning parents and pediatricians can be brought on or exacerbated by inadequate sleep: from obesity to aggression to hyperactivity. Different media certainly has an influence on many of these processes that affect sleep.

When we sleep, our body is at rest, but our brain is not. It is active, and this activity is essential to almost all of the body's business: from consolidating memories, learning, cognitive development, psychiatric health, healthy immune function, and bodily growth and repair.

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## Trivia:

How many servings of fruits and vegetables per day should you eat to reduce your risk of heart disease and cancer?



A large British study found 7 or more servings to reduce risk of these diseases the most.<sup>4</sup>