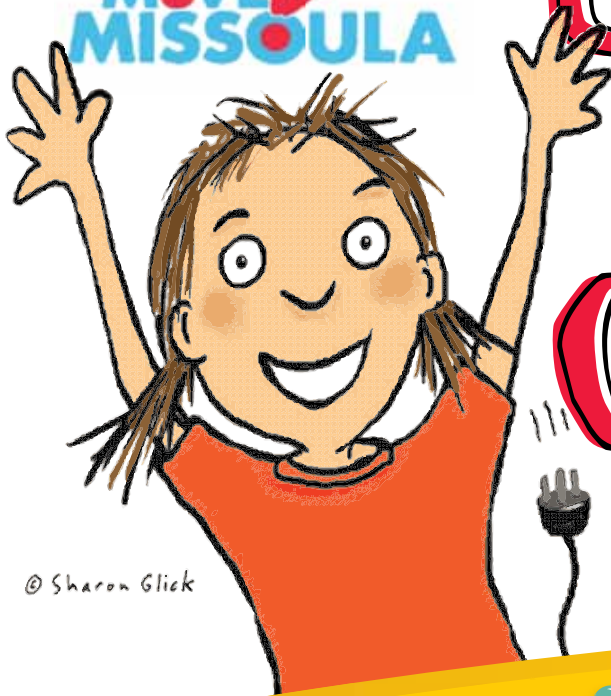


LET'S
MOVE
MISSOULA



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Unplug & Play Outside

April 21-28

FREE!

Parents please accompany your kids.

KICK-OFF EVENT
APRIL 21, 1-4PM
MCCORMICK PARK

- Hangout with UM Athletes
- Soccer and basketball games
- Animal identification
- Stomp Rockets
- Climbing Wall
- Pickleball
- Relay Games
- Nature based art activity
- Fencing
- Disc golf
- Obstacle course
- Jump rope
- Native American Games
- Hula hooping
- Gymnastics
- Nature Explorers' Kit
- Tennis
- Bug Hunt
- Irish Dance
- Sharks and Minnows



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Parks & Recreation
City of Missoula • 600 Cregg Lane • 721-PARK

Missoula Public Health
City-County Health Department



We Support Unplug & Play Outside! as a part of Let's Move! Missoula

Missoula has successfully tackled scores of community concerns over the years. Our community prides itself on how we have pulled together to create long-lasting changes that make Missoula a better place to live, work and raise our families.

Now, we are looking closer at a health concern that is seriously affecting Missoula: childhood obesity. That's why we are joining together to endorse Unplug & Play Outside! April 21-27.

Let's Move! Missoula is private/public partnership of leaders whose mission is to reduce and prevent childhood obesity in Missoula County while enhancing the health of all residents. At the recent Summit to Prevent Childhood Obesity, over two hundred community members expressed both concern and ideas for improvement to address the problem.

Is childhood obesity really a serious problem in Missoula? Surprisingly, yes. Our community doesn't appear to be much different from the rest of the country. More than one-

fourth of Missoula third-graders are overweight or obese. Only 2% of Missoula high-school youth meet national physical fitness guidelines. These numbers are unacceptable, especially because our community offers easy access to healthy food and countless ways to be active.

Most of us think of Missoula as a healthy, vibrant county that is a great place to raise kids. That's true – but childhood obesity, combined with surprisingly sedentary behavior, poses a serious health challenge to our community. If we do not find ways to turn this around, the next generation of Missoulians risk shorter, unhealthier lives, and our health-care system will be overwhelmed by an avalanche of obesity-related conditions, like diabetes and heart disease.

Childhood obesity is complicated and has many causes. One clear factor is that children and youth spend too much time in front of too many screens. These include television, DVDs, computers, cell phones, video games, etc. Unplug & Play Outside! is about families taking a week to focus

on reducing the time spent with these devices, and exploring new ways to have fun through active play.

“Unplugging and playing” is just one way to improve the health of our kids. There are many others. Our organizations and many others in Missoula have been working independently, in a variety of ways, to encourage physical activity and healthy food choices. Please visit our Let's Move! Missoula website at www.letsmovemissoula.org for the full picture of our partnership.

We hope you will join us in our commitment to turning around the childhood-obesity epidemic. It is a community problem with a community answer that requires the participation of us all: individuals, families, schools, businesses, nonprofit organizations, health care providers and local government.

A special thanks to the Best Beginnings Council for funding this year's Unplug & Play Outside! event.



10 REASONS TO GET OUTSIDE!

By Casey Stephenson
Montana State Parks AmeriCorps Member

Do you want your child to sleep better at night? Have stronger immune systems? Focus better in school? It's easy and it's free. Get them outside to play a little every day. Just an hour a day will help kids develop healthy habits, manage stress and anxiety, learn to problem solve and help them grow leaner and more fit. Having time to play outside is important for kids and just plain old fun!

CHILDREN WHO SPEND TIME PLAYING OUTSIDE EACH DAY WILL:

- 1 Sleep Better at Night
- 2 Have stronger immune systems
- 3 Focus better in school
- 4 Have less stress
- 5 Experience less depression and anxiety
- 6 Develop muscle strength and coordination
- 7 Improve cognitive thinking
- 8 Grow leaner and more fit
- 9 Be more creative and better problem solvers
- 10 Have greater respect for themselves, others and the environment



© Sharon Glick

If kids can gain that much from being outside, imagine what it can do for their parents too! Outside, kids use all their senses, develop a sense of wonder, learn to think ahead, problem-solve and engage in social skills that structured or solo playtime cannot provide. The American Pediatric Association has recommended at least 60 minutes of physical activity for children at least 5 days a week for their health and well-being - not to mention it's just plain old fun!

Shared by the Montana Children and Nature Initiative's Montana Offline and Outside Program. Offline and Outside is a month-long program from April 20th to May 18th. Organizations across the state are hosting family-friendly events and activities to get Montanans outside and connected with our amazing natural heritage.

BE SURE TO SHARE THE INFO WITH OTHERS ACROSS THE STATE, WWW.MTRPA.INFO.

Screen Smart Parents | Top 10 Tips



Screen Time includes TV, computer, DVDs, Videos and Video Games, etc.

3. SEPARATE VIEWING FROM CHEWING:
Don't eat in front of the TV or other screen media; make meal time...family time.

4. MONITOR CONTENT:
Content matters—know what your child is watching; look for quality educational programs.

5. KEEP SCREENS OUT OF THE BEDROOM:
Keep them in a place where you can monitor time and content.

6. PROMOTE MINDFUL VIEWING:
Eliminate background TV; be selective about viewing; avoid channel surfing.

7. WATCH WITH YOUR CHILD:
Monitor your child's reactions and be prepared to answer your child's questions about programming; avoid using TV as a baby sitter.

8. AGREE AS A FAMILY ABOUT SCREEN TIME: Discuss and agree on limits: "this is what we do in our house."

9. PROMOTE LESS SCREENTIME...MORE GREEN TIME:
Get outside and play!

10. BE A ROLE MODEL:
Limit your own screen time viewing; watch less than 2 hours per day; be mindful when you watch...and turn it off when no one is actually watching!

1. KNOW WHEN IT'S TOO EARLY:
Less than 2 YEARS; Screen time is not recommended before 2 years of age.

2. KNOW WHEN IT'S TOO MUCH:
Greater than 2 HOURS; Understand the full range of media in your child's life and limit non-school related screen time to under 2 hours per day.

SCREEN FREE ACTIVITIES

1. Read a book
2. Tell a story
3. Sing a song
4. Color in a coloring book or use sidewalk chalk to create sidewalk art
5. Visit with friends and neighbors
6. Go sledding, snowshoeing, or skiing

7. Go for a walk, run, bike ride, swim, or roller blading
8. Get up and dance
9. Play a card game, board game, charades, hide and seek or tag
10. Play with a pet
11. Get up and play with friends
12. Plan a family fun night



Unplug & Play in the Open Space

**Ian Foster - Education Coordinator,
International Wildlife Media Center**

As the buds begin to burst in these early days of spring, the sounds of children playing in our local parks is becoming common again. It is gratifying to see the many fine parks and playgrounds in Missoula being so well used. Sadly, it is far rarer to encounter our community's youth exploring the numerous natural open spaces that spot the Missoula valley.

While just getting kids outside is often an uphill battle, not all outdoor activities provide equal benefits. When outside, today's youth most often engage in structured activities with predictable outcomes. We must not forget the importance of imaginative play and simple exploring, which inspire creativity, social skills, and an understanding of the natural systems around us.

Open spaces such as Moose Can Gully, Ravenwood Hills, Highland, Greenough, Historic Fort Missoula and Tower Street are all prime areas for discovery and imaginative play for all ages. Such spaces promote creative engagement with natural materials, provide challenges that cultivate responsibility, and encourage the use of senses in spaces that are diverse and unique. Parents and kids alike should aim to balance structured activities with experiences in natural open spaces.

There are many ways to make such experiences safe and part of your families regular schedule. Be sure to prioritize outdoor play, set certain ground rules such as travel boundaries and play times, require youth to travel and play with a friend or group of friends, and engage other parents and neighbors such that play in open spaces becomes the neighborhood norm.

In our communities there are many organizations working corroboratively, pooling financial and people resources to offer outdoor kid-focused events that promote open space exploration. However,



programmers can only do so much. Parents and kids alike need to aim for open spaces and remember how to investigate and discover their surroundings, how to invent original games appropriate for individual moments, and how to immerse themselves in places that are irreplaceable and wondrous.

Unplugging and playing in the our open spaces can offer children and adults of all ages an opportunity to touch the earth and be touched by all that nature has to offer. For ideas and local opportunities visit:

<http://www.missoulachildrenandnature.org/>

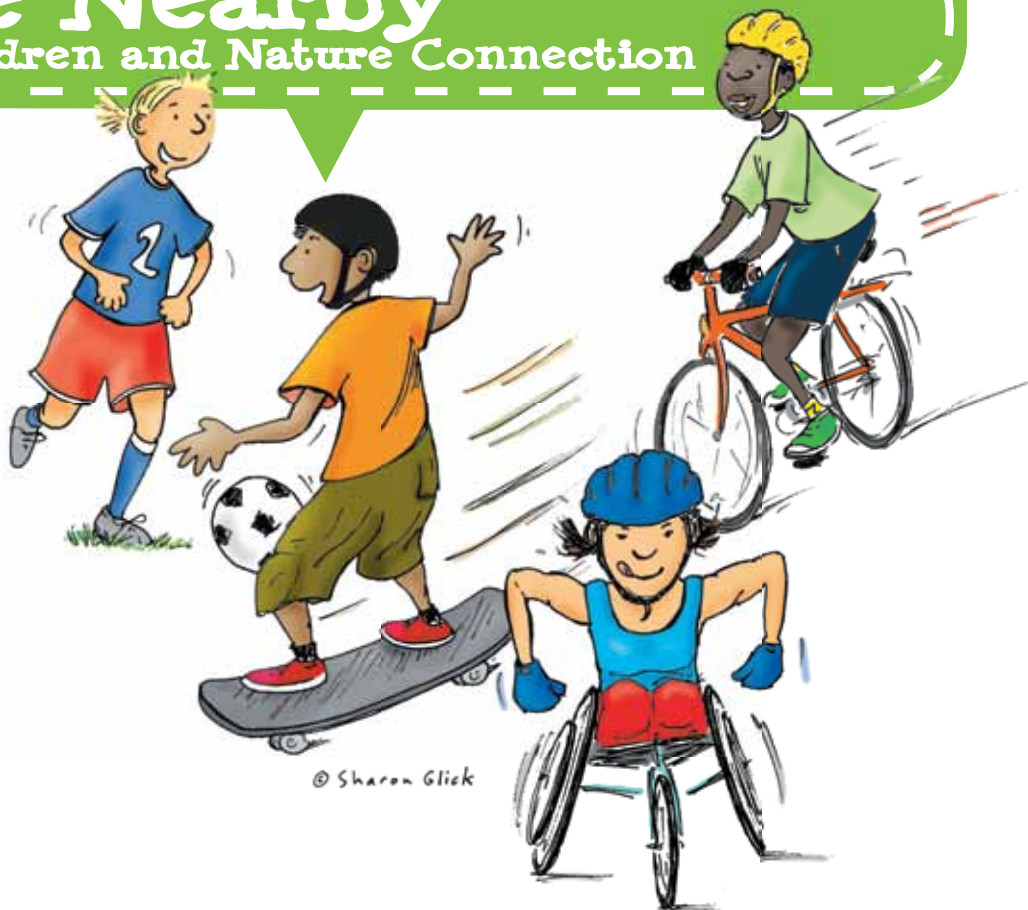


Nature Nearby

Missoula Children and Nature Connection

Parents and experts agree that active outdoor play is an essential part of raising healthy kids. There is a growing body of evidence that today's kids are spending more time indoors, or in structured activities, and much less time exploring the natural world. The Missoula Children and Nature Connection (MCNC) is a network of local organizations that works to connect children with nature through education, recreation and special events. At www.missoulachildrenandnature.org, you'll find event listings, resources and ideas for easy ways to enjoy nature with your kids.

The MCNC recommends the Old Children's Fish Pond on Bancroft Street, Silver's Lagoon in McCormick Park, the Biomimicry Interpretative Trail in Clark Fork Natural Park and Greenough Park as wonderful avenues for families to explore the natural world together. For more information about these parks and trails, visit www.missoulaparks.org. The new Missoula Parks, Trails and Open Space map, available at Currents Aquatics Center and local retailers, features lots more great ideas for hikes or outdoor adventures for all ages and abilities. Here are a couple of fun family hikes which are especially fun for younger kids:



OASIS IN THE CITY: OLD CHILDREN'S FISH POND



The Children's Fish Pond is a riparian oasis in the center of Missoula, located at Bancroft and 34th. This lovely wetland area, fed by Pattee Creek, is home to a wide variety of wildlife, including many species of waterfowl and other birds, plus turtles and frogs, and it's often visited by deer, muskrat and raccoons. Several flat trails wind around the pond and creek. It's a wonderful place to bring the children or take a restful "nature break." Please don't feed the ducks and other birds who make their home there—human food is like junk food for wild animals; it doesn't have the nutrients they need!

BOLLE BIRDWATCHING TRAIL: GREENOUGH PARK



This 42-acre park near the University of Montana is one of Missoula's oldest parks and features picturesque Rattlesnake Creek, picnic facilities, trails through a natural riparian area, and three footbridges. The Bolle Birdwatching Trail is named for Arnold Bolle, the former dean of UM's School of Forestry. Interpretative signs along the trail describe the dozens of birds who make their homes in the park. From the parking lot on Monroe Street, take the footbridge across Rattlesnake Creek and follow the path to the right. The trail crosses the creek again and returns through a forest on the east bank of the creek. Greenough Park is located at 1001 Monroe Street.



FROM CREEKSIDE TO OPEN SPACE: RATTLESNAKE GREENWAY

Start at Pineview Park, off Rattlesnake Drive at 1220 Pineview Drive. Visit Tom Green Park, a natural area with a trail along Rattlesnake Creek, on the southwest corner of Pineview Park. Cross the Mountain View pedestrian bridge to the north and saunter north along the Mountain View trail bordered by Rattlesnake Creek on one side and a community farm on the other. At the trail's end, cross Duncan Drive to continue on to the North Hills Open Space, or continue north for a short distance on Duncan Drive to cross the footbridge over Rattlesnake Creek. From there, you can head north to the Rattlesnake National Recreation Area or south along the Rattlesnake Greenway.

TAKE A RIDE ON DASANI BLUE BIKES

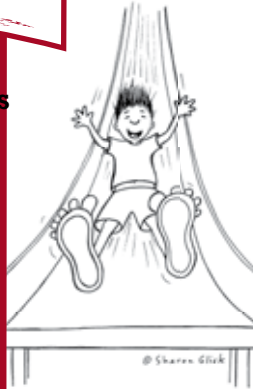


Missoula Parks and Recreation offers free loaner bikes in McCormick Park. Check out a free Dasani Blue Bike at Currents Aquatics Center and explore Missoula's Riverfront Trail System and downtown. The single-speed "cruiser" bikes are available to anyone—and a bike ride is a great way to explore Missoula's natural world. Pick up a guided bike tour map of the Riverfront Trail system when you rent your bike. To check out a Blue Bike, you will need to be 18 and have a credit card; a legal guardian can check out a bike for kids. The bikes are available daily during Currents Aquatic Center's hours of operation. (Visit www.missoulaparks.org or phone 721-PARK.) Blue Bikes cannot be used overnight, but there is no limit on the number of days you can borrow one. This is a great way to show off our beautiful city to out-of-town guests.

Unplug & Play Activities for the Whole Week...

FREE KICK-OFF EVENT McCORMICK PARK 1-4 PM Sunday, April 21st

- Hangout with Griz Athletes
- Play soccer, basketball, and tennis
- BUG hunt
- Stomp rockets
- Climbing wall
- Pickleball
- Obstacle course
- Jump rope
- Disc golf
- Nature based art activity
- Native American Games
- Hula hoop
- MISMO Gymnastics Open Gym
- Nature Explorers Kit
- Face painting



Tuesday, April 23rd

- **Tiny Tales**, Missoula Public Library, 10:30-11:30am, Birth to 3 years old, learn finger-plays, nursery rhymes, sing songs and hear stories.
- **FREE Admission to the Families First Children's Museum**, 4pm to 5pm, all ages. Located at 225 West Front St.
- **FREE Admission to the Montana Natural History Center all day!** Located at 120 Hickory St.
- **Active After School Program at Russell School**. FREE for 4th and 5th graders from 3:30pm to 5pm!
- **Spring Playdates Currents Aquatics Center**, 10am-12pm. Discounted admission for 1 adult and 1 preschooler (ages 2-6), \$7, \$6 with resident discount card. Phone 721-PARK for more information.

Wednesday, April 24th

- **Missoula Youth Fencing Association**: FREE 6-7:30 pm for ages 9 and up at Missoula Fencing Association Club Center. This week instead of watching a movie with sword fighting, come try it yourself. Missoula Fencing Association offers coaching all year long. During Unplug and Play week come to the club and give it a try. It may be your only time that you are encouraged to poke someone with a sword. So much fun! All equipment is provided! Located at 1200 Shakespeare.
- **FREE Admission to the Families First Children's Museum**, 4pm to 5pm, all ages. Located at 225 West Front St.
- **FREE Admission to the Montana Natural History Center all day!** Located at 120 Hickory St.
- **Active After School Program at Russell School**. FREE for 4th and 5th graders from 3:30pm to 5pm!
- **Spring Playdates Currents Aquatics Center**, 10am-12pm. Discounted admission for 1 adult and 1 preschooler (ages 2-6), \$7, \$6 with resident discount card. Phone 721-PARK for more information.

Monday, April 22nd

- **Scrabble**, Missoula Public Library 6-9pm
- **FREE Admission to the Families First Museum**, 4pm to 5pm, all ages. Located at 225 West Front St.
- **Active After School Program at Russell School**. FREE for 4th and 5th graders from 3:30pm to 5pm!
- **Spring Playdates Currents Aquatics Center**, 10am-12pm. Discounted admission for 1 adult and 1 pre-schooler (ages 2-6), \$7, \$6 with resident discount card. Phone 721-PARK for more information.

Thursday, April 25th

- **Tiny Tales**, Missoula Public Library, 10:30-11:30am, Birth to 3 years old, learn finger-plays, nursery rhymes, sing songs and hear stories.
- **FREE Admission to the Families First Children's Museum**, 4pm to 5pm, all ages. Located at 225 West Front St.
- **FREE Admission to the Montana Natural History Center all day!** Located at 120 Hickory St.
- **Active After School Program at Russell School**. FREE for 4th and 5th graders from 3:30pm to 5pm!
- **Spring Playdates Currents Aquatics Center**, 10am-12pm. Discounted admission for 1 adult and 1 preschooler (ages 2-6), \$7, \$6 with resident discount card. Phone 721-PARK for more information.



Saturday, April 27th

- **Family Storytime**, Missoula Public Library, 11-12pm. Bring the whole family and learn fingerplays, sing songs, tell stories and more!
- **FREE Admission to the Families First Children's Museum**, 4pm to 5pm, all ages. Located at 225 West Front St.
- **Animal Locomotion**: Discover and try the many different ways animals move! Through experiments and activities, we will look into the mechanics and science of animal locomotion. From 2pm to 3pm FREE Admission for those who bike, walk, or bus! OR bring a picture or object from outside showing your commitment to Unplug and Play week and you will receive FREE Admission as well! Located at 120 Hickory St.
- **Sign up at the Customer Service Desk for Cooking Class at the Good Food Store for grades 6-8 for only \$5**. Choose from two different options! At 10:30am learn how to make Thai Spring Rolls and Dipping sauce. At 1pm learn how to make Hands-on Pasta and Pesto.

Friday, April 26th

- **Tiny Tales**, Missoula Public Library, 10:30-11:30am, Birth to 3 years old, learn finger-plays, nursery rhymes, sing songs and hear stories.
- **FREE Admission to the Families First Children's Museum**, 4pm to 5pm, all ages. Located at 225 West Front St.
- **FREE Admission to the Montana Natural History Center all day!** Located at 120 Hickory St.
- **Spring Playdates Currents Aquatics Center**, 10am-12pm. Discounted admission for 1 adult and 1 preschooler (ages 2-6), \$7, \$6 with resident discount card. Phone 721-PARK for more information.
- **DOLLAR swim for ALL AGES at Currents Aquatics Center** 5pm-8pm.

Researchers have found an association between hours spent watching TV and childhood obesity. As the number of hours spent watching TV increases so does the body fat percentage and risk of obesity.

In a recent study of 6-13 year olds, children reported using screen media for nearly 5 hours a day.





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Unplug & Play: Healthy Eating in a World of Media

By Brandy Lumpkin, UM Intern &
Rebecca Morley, MA
Missoula City-County Health Department

Did you know that children spend on average between 28 and 32 hours a week on screen time? In one week a child will view about 1,680 minutes worth of television, and of those minutes they will see 10,000 ads related to food. Most of these food related ads will be about fast food, sugary cereals, soft drinks, salty snacks, and candy. So, how do we get children to eat healthy? For starters, they can turn off the media, get outside and play, and have healthy options to nutritious food, snacks, and beverages.

According to the Centers for Disease Control children ages 6-17 should have at least 60 minutes of physical activity. Parents can help their children achieve this level by encouraging active play, limiting their screen time and making physical activity part of your family's routine.

To be active, children need fuel for their bodies, and not just any fuel! Children should consume a diet rich in lean proteins, fruits, vegetables, whole grains, and fat-free and low-fat dairy products. Unfortunately, with media focus on "junk-foods," it is getting harder and harder to get healthy foods into children.

If full of empty calories, snacks can be our kids' enemy. However, they can also be our kids' friend, allowing more opportunity to give their bodies the essentials to grow. Parents can help their children choose health-friendly options 'on the go' by creating handy snack bins full of nutritious, individually packaged items for their fridge, cupboard and cars. Do not offer kids sugar

sweetened beverages. Give them water or low-fat/non-fat milk whenever they are thirsty.

Decreases in media viewing, increases in activity, and smarter food choices are going to contribute to an overall healthier and happy child. So turn off the TV, get outside, have a healthy snack, and enjoy the day!

HEALTHY EATING

- Maximizes growth and development!
- Increases good health into adulthood!
- Decreases the likelihood of certain diseases!
- Reduces the likelihood of becoming obese!

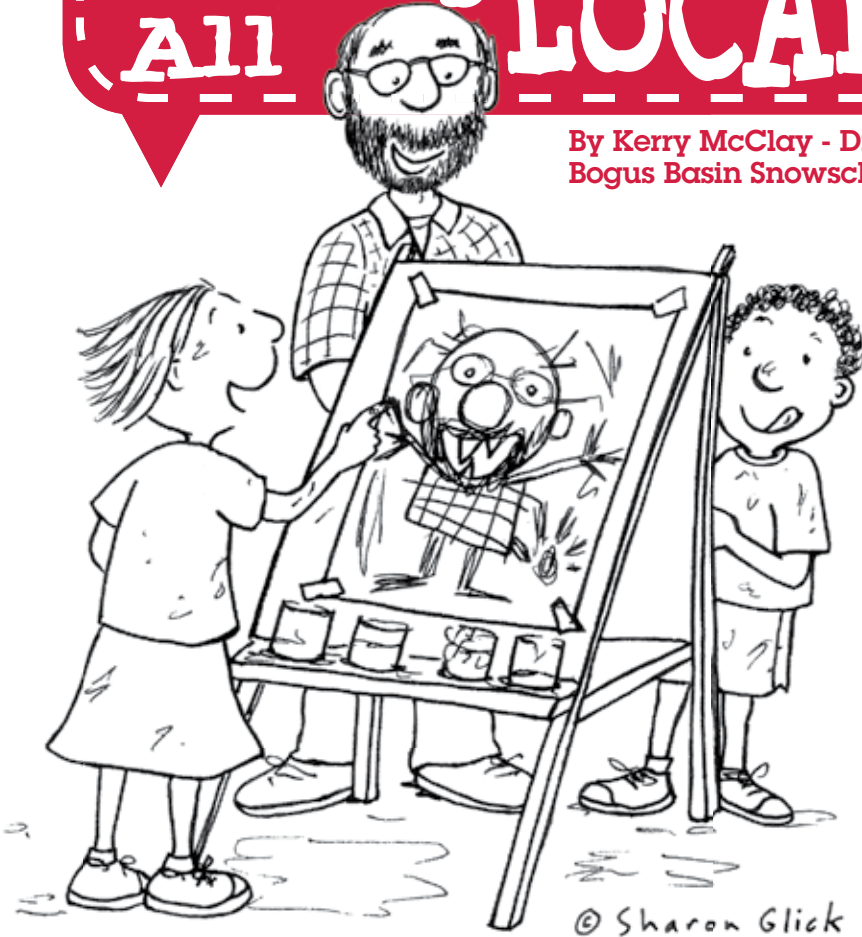
HEALTHY SNACK BIN IDEAS

Fridge Bin: Individually portion items like celery sticks, low-fat cheese sticks, yogurt cups, sliced apples, berries or other seasonal fruits or veggies.

Cupboard/Car Bin: Pre-packed items like whole wheat crackers, peanut butter packs, unsweetened applesauce cups, small bags or containers of home-made trail mix with dried fruit, nuts and healthy whole-grain cereal.

Calling All LOCAL Mentors

By Kerry McClay - Director of Outdoor Education at Bogus Basin Snowschool and Mountain Discovery Camp



local land use stories, and our local ecological systems. By immersing our youth in the LOCAL we can improve their interest, motivation, and attitudes in relation to the immediate world around them. At the heart of this idea is an understanding of community. Too often schools are expected to teach the intricacies of community, but it is most easily done off of school campuses, IN the community.

Adult expertise becomes the most important teaching tool when teaching about OUR COMMUNITY. Parents should SCAN and PLAN based on community calendars, such as those made available by Missoula Events, Momalode, Missoula Independent, University of Montana, Missoula Nonprofit, Make it Missoula, Missoulian, City of Missoula, and the Sustainable Business Council. Those with the ability should offer up tours, lessons, and events that highlight their skills and roles in OUR COMMUNITY. Such a process has endless benefits to our youth and everyone in the greater Missoula Area. Understanding the immediate world around us has the ability to shape our wellbeing. Children's daily experience of living and learning in the places and social circles closest them is a significant factor in their overall health. To all involved. . . SHARE and DISCOVER!!!

Have your kids ever come home from school talking about an animal from another continent, or a cultural tradition you or they may never experience firsthand? In this information age we can learn minute details about people, places, and events on the other side of the planet nearly instantaneously. Electronic media has not only changed the subject areas that can be easily studied in the classroom, but at home children are able to immerse themselves in worldly topics or events happening in distant cultures and landscapes.

What can you do to ensure that local youth also understand their more immediate physical and social environments? Kids have an inborn drive to immerse themselves in and explore their environment at hand. As parents and members of the greater Missoula learning community, we all need to think about nourishing this drive, and balancing today's worldly lessons and news with local experiences and knowledge.

Mentors of the LOCAL can foremost be parents, but can also include anyone that can share knowledge of our local history; local industry, local government,

Unplug & Play



Libby Hancock,
Montana Early Childhood Project, MSU

PLAY, At Its Best

So much to do, so little time...a common lament in our hectic lives. Add the pressure parents feel to do what is best for their children, the confusing and unfounded messages in multi-million dollar ad campaigns for “educational” DVDs, computer games and other screen time activities, rampant consumerism fueled by TV advertising and the mix is unhealthy for all of us! Instead, the good news and welcome relief to all parents and guardians is simple: Provide your children with time, space, and old-fashioned toys and materials that will nourish their development – mind, body and spirit! By doing so you will help your little ones “learn to play and play to learn”.

PLAY is an essential part of every child’s life and really vital to their development. Through play, children explore the world, construct their knowledge and understanding and practice skills. PLAY is critical for physical, social, emotional, intellectual and educational development. For young children, PLAY is not only the way they learn, but also a good way for them to decompress. The best thing you can do for your baby, toddler or preschooler is enjoy the rewards of your child’s developmental needs being met in simple, time-honored ways. Let them, “Go Screen-Free”!

PLAY is creative and freely chosen by the child. It can be boisterous or quiet, energetic or thoughtful, silly or serious. It can be solitary or cooperative. In PLAY, children actively engage with real materials and real people. It is about experimenting and making discoveries during blocks of uninterrupted time. This is the “messing around” PLAY that comes easily to most children who are given the gift of time, space and freedom to do so.

Rich PLAY experiences take place indoors or out. Children will find a myriad of ways to use their imaginations to create simple (or elaborate!)

scenarios with readily available materials—often natural, such as rocks, pebbles, water, sand, pinecones, sticks, mud or recycled materials such as cardboard boxes, containers of all kinds, paper and building blocks (sanded wood scraps work well!) or common household items such as pots and pans, blankets, sheets, pillows, and baskets. Children will invent or fashion tools and props to further enhance their PLAY.

The building of forts, indoors under the table or outdoors under the spruce tree, to playing house or restaurant or hospital or camping—this is the pretending of dramatic play—when children try on different roles, learn to negotiate with each other, solve problems and challenges that arise.

Oftentimes, children will want you to PLAY with them—follow their cues, let them lead the way, and you will learn a lot about your child and yourself in the process as you slow down and view the world through their eyes. When those cardboard boxes have been transformed into a train and your little conductor shouts –“Wanna PLAY?”—stop whatever you are doing, climb aboard and ask where you are headed...you may have never been there before!

Children Learn Through Play

- To make appropriate choices among many possibilities
- To use their imagination to improvise, to think flexibly, and explore new options
- To engage deeply in something of interest
- To be aware of their own real interests, without being distracted by other possibilities
- To solve problems both with materials and with people
- To cooperate with other people
- To pay attention to a project until it is completed
- To use something to represent something else—a precursor to becoming a reader and writer
- To view oneself as competent, interesting and full of useful skills and good ideas

-excerpts from *The Play's the Thing: Styles of Playfulness* by Elizabeth Jones



FUN THINGS TO DO IN MISSOULA

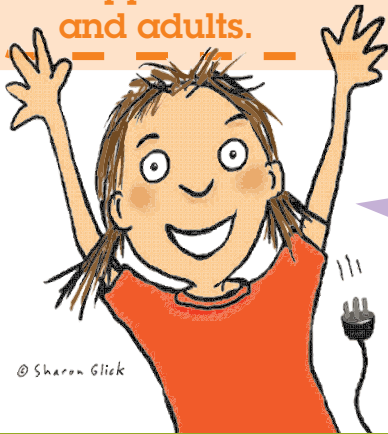
- Missoula Public Library
- The Carousel
- Dragon's Hollow
- The Children's Museum
- Fort Missoula
- Natural History Center
- Kim William's Trail, Pattee Canyon, Blue Mountain, Maclay Flats, & Rattlesnake
- Splash
- Currents
- YMCA
- Grizzly Pool
- Lolo Hot Springs
- Bonner Park
- Art Gallery Browsing
- Downtown Missoula

Thank you to the generous supporters, donors, and sponsors of the many activities and special events through the week.

Best Beginnings Council
Community Medical Center
Families First Children's Museum
Garden City Flyers
Let's Move! Missoula
MISMO Gymnastics
Missoula City-County Health Department
Missoula County Public Schools
Missoula County United Way
Missoula Family YMCA
Missoula Fencing Association
Missoula Parks and Recreation

ACCORDING TO THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES:

- The more time youth spend in front of the screen, the more likely they are to be overweight.
- Overweight is highest among children watching four or more hours a day.
- Research has shown that children who reduced their screen time showed decreases in body mass index (BMI), which measures body fat related to height, and decreases in unhealthy weight gain.
- Turning off the TV is an easy way to enhance your family's health and happiness. More screen time leads to higher weights for both kids and adults.



© Sharon Glick

Active free play helps young children develop imagination, creativity, and problem solving ability—all of which lead to positive, health promoting lifelong skills.

You have all helped Missoula families Unplug & Play!
and we are pleased to acknowledge you.

Missoula Public Library
Missoula Soccertots
Montana Natural History Center
Montana Super Skippers
Rocky Mountain Elk Foundation
SpectrUM
The Flagship Program
The Girls Way
The Good Food Store
The University of Montana
Travelers Rest State Park
UM Grizzly Athletes

Your Health – Our Commitment to You, From day one.

Big Sky. Not Big Screen.

UNPLUG AND PLAY MISSOULA!
APRIL 21ST, 1-4 P.M. AT MCCORMICK PARK.

It's all about kids and families getting outside, spending more time at play, re-connecting with friends and neighbors, and taking advantage of Missoula's endless opportunities for screen-free fun! Find out more at www.unplugmissoula.org

LET'S MOVE! MISSOULA MEMBERS:

Community Medical Center
City of Missoula
Missoula Area Chamber of Commerce
Missoula Board of County Commissioners
Missoula County Public Schools
Missoula County Superintendent of Schools
Missoula Family YMCA
Missoula Parks & Recreation
The Missoulian
Providence St. Patrick Hospital
The University of Montana
United Way of Missoula County

Proud Supporter



From day one.

communitymed.org

