



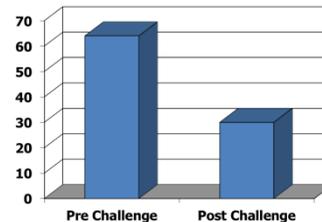
Take the Challenge & Take Charge is a preschool – high school media education program designed to: reduce exposure to media violence. The program emphasizes positive uses of technology and includes activities aligned to reading, writing, math, science, and technology standards.

The **Take the Challenge Elementary Program** evaluation has shown:

- 55% average decrease in student aggression on the playground
- 48% decrease in negative classroom behavior
- Schools implementing program during state tests scored higher in math and writing

This program makes me feel more responsible. I have time to do my homework and I spend more time with my family. It is so cool; we all laugh together and I love it.
 Thank You!!! Zoe - 4th grade student
 (Letter received by principal)

Effects of Take the Challenge On Playground Aggression
 (# of aggressive acts during 15 min. recess)
 Average of Eight Schools



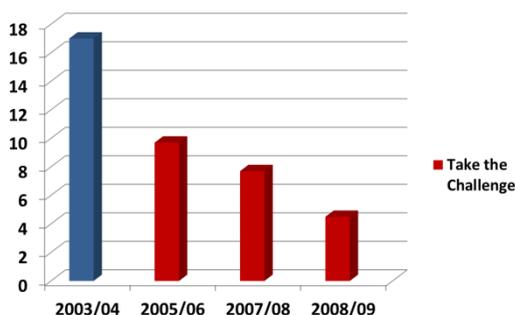
The Middle and High School Take the Challenge program educates students about media violence. Students conduct their own research and become committed to making changes and educating others. Boston Children’s Hospital and Harvard Medical School Research Center for Media and Child Health (CMCH), evaluated the *Take the Challenge* middle school program:

The intervention was successful at reducing students’ TV viewing and media time overall. The amount of time spent playing outside, sleeping and exercising significantly increased in the intervention group. According to teacher reports, students in the intervention group stayed on task and completed their homework more while there was little to no change in comparison group.

A youth correctional center implemented the program and saw a 43% decrease in aggressive incidents.

Middle schools implementing the program have seen decreases in smoking, alcohol, and marijuana use. Dartmouth Medical School’s 10 year study demonstrated 35% of teen smoking is attributed to exposure to movie smoking. They also found kids who regularly watch R-rated movies take more risks including alcohol abuse and violence.

Middle Schools that Implemented *Take the Challenge*
 % Students That Had at Least 1 Drink of Alcohol During Last 30 Days



Take the Challenge really had a positive effect on me. I think it worked great. At first I didn’t think that TV had any negative effects on people. But after doing it, I was concentrating better, doing my work better and I was more organized. - 8th Grade Student