

Time to Talk

CHAT—Communication Habits to reduce Adolescent Threats

School
Shooting
Hoax



For every thousand striking
at the leaves of evil, there's
one striking at the root.
-David Henry Thoreau

Striking at the Leaves

- Legislation strikes most often at the leaves
 - Hardening Schools
 - Eliminate cell phones in schools
 - SRO's
 - Etc.

Symptoms-- Leaves

- School Violence
- Increased Behavior Problems
- Decreased Family Connections
- Mental Health
- Loneliness
- Decreased Academic Achievement
- Decreased Vocabulary



Parent Screen Use Effects on Children and Families

Decrease bonding—Fragile relationships

Decreased Interaction due to Negative Parent Reaction

Increased Behavior Problems

Decreased Self-Esteem

Fewer and Lower Quality Interactions

- Loss of Joint Attention
 - Decreased ability to read books
 - Decreased ability to play games
 - Loss of socialization

Parent Screen Use Continued

- Neglected children
 - Increased Mental Health Problems
 - Increased Depression
 - Increased Drug abuse
 - Decreased social and emotional skills

Benefits and Harms

Blue Zones—Healthy
social networks

Shooters—Rejection
and loneliness

Brown and Columbia
University—22 IQ
point decrease in
Pre-K

Striking at the
Root---
Education and
Awareness
Campaign

- Education changes behavior
- Affect of PSA on smoking
- [NY \\$1 on PSA = \\$32 in health care cost savings](#)
 - Educate Before You Regulate
 - Strengthen Families



Synergistic Overlaps

Eating together--Underage
Drinking Campaign

Social Media Campaign

Political Divisiveness--
#disagreebetter

Reading Programs

Strengthen Families—All families

It's hard to hate up close, so lean in. —
Brene Brown

Advertising Ideas—From a Noob

- Steal---Family, it's about time.
- A parent asking a child to help find a blue box instead of giving them a device at the store.
- Parent Reading
- Dinner w/Family—Phones put away