



## CONCERNED CHILDREN'S ADVERTISERS TURNS 20

### ***Media Literacy campaign kicks off to help children understand, cope with and interpret media saturated world***

**TORONTO, CANADA** – February 4, 2010 – Whether it's substance abuse, bullying prevention or healthy, active living, for the past 20 years, Concerned Children's Advertisers (CCA) has been delivering social marketing campaigns to help Canadian kids deal with the challenges they face. Today, the organization unveiled their latest initiative – the launch of a new media literacy campaign, designed to encourage kids to think critically about the messages they receive from all media and make informed, healthy choices. Featuring a PSA (English and French) and a new online education component, the campaign will run throughout the year across the country.

"With kids spending as much as 53 hours a week watching TV and surfing the internet, media literacy has never been as critical it is today," said Bev Deeth, CCA President. "Our goal is to help remind them that they need to question what's in front of them, make their own decisions and ensure they balance their passive time with active pursuits."

The new campaign represents the third phase of *Long Live Kids (LLK)*, an initiative launched by CCA in 2004. *LLK* promotes both the concept of balancing food and activity choices to achieve optimal weight and long-term good health, and the concept of giving children the critical thinking skills to better understand, cope with and interpret their media saturated world. Ultimately, the goal of the program is to encourage children to eat smart, move more and be media-wise.

Established in 1990, CCA has developed social messaging campaigns on a range of issues including: Substance abuse prevention, child abuse prevention, bullying prevention, self-esteem, child safety, and healthy, active living, among other issues. "For the last two decades, CCA has kept its finger on the pulse of the most important issues facing children in order to help them succeed, and media literacy is at the top of that list," said Linda Millar Educational Consultant for CCA. "Media channels in Canada and around the world are growing at an exponential rate and we need to ensure that our kids have the tools they need to navigate their way through the hundreds of messages coming at them everyday," added Millar.

As with all of their campaigns, CCA partnered with Canada's foremost issue expert on media literacy, Media Awareness Network (MNet). "MNet supports Concerned Children's Advertisers' dedication to establishing media literacy as an important part of healthy active living for children and youth," said Cathy Wing, MNet's Co-Executive Director. "Providing young people with the necessary media literacy skills to deconstruct and fully understand media messages will help them in making informed choices that will contribute to their life-long health."

The creative for the new campaign, which features a new PSA in both English and French, was developed by Toronto Ad Agency Bensimon Byrne, using insights from a group of 10 to 12 year olds who helped inform the strategy. The educational microsite was developed in partnership with Paton Publishing, experts in developing in-school programs.

**Compelling facts about Media Literacy in Canada:**

- Kids' and teens' media consumption continues to grow, with a weekday average of more than 7 hours per day, totaling more than 53 hours in a week\*
- Media use experienced a notable increase among the tween population (11-14 year olds), with a staggering increase of 1 hour and 17 minutes of media time in the past 5 years\*
- Mobile media technology accounts for the greatest increase in children and youth usage\*
- Kids are multi-tasking with various media with a combined total of 10 hours and 45 minutes a day of media exposure\*
- Parent involvement is critical. Most parents are not educated in digital media and few have rules of use.\*
- Media literacy education is the key to behaviour change and the development of critical thinking and smart media choices. \*

\* The Kaiser Family Foundation's "Generation M: Media in the Lives of 8-18 Year-olds"

**About Long Live Kids**

Long Live Kids is a partnership that brings together industry, issue experts, NGO's advertisers, broadcasters, education, parent and community organizations and government to provide children with tools for healthy eating, active living and improved media literacy in order to support a balanced lifestyle.

**About CCA**

CCA is a unique non-profit organization and model of corporate social responsibility. Made up of 16 Canadian Member Companies and supported by numerous partners, including child-centred advertisers, broadcasters and issue experts, CCA is committed to understanding and contributing solutions to issues of challenge in children's lives. CCA's mission is to be the credible, caring and authoritative voice of responsible children's advertising and communications in Canada.

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