

Zone'in Positioning Statement, Concepts and Messages

Position Statement

The past decade has seen an increase in personal electronic technology, with childhood TV and videogame use similarly increasing. Critical milestones for child motor and sensory development are not being met. Simultaneously there is an increasing incidence of childhood physical, psychological and behavior disorders, often accompanied by the prescription of psychotropic medication.

Evidence suggests that Canadian parents allow young children extended periods watching TV or playing videogames. Further evidence suggests parents are increasingly presenting their children to physicians for assessment of complex behavior disorders that may be linked to the physical inactivity and sensory hypostimulation inherent in this use of technology.

While no one can argue the benefits of advanced technology in today's world, connection to these devices may have resulted in a disconnection from what society should value most, children. Rather than hugging, playing, rough housing, and conversing with children, parents are increasingly resorting to providing their children with more videogames, TV's in the car, iPods, and cell phone devices, creating a deep and widening chasm between parent and child.

Concepts

1. *Unplug – Don't Drug*

This policy initiative was written by Cris Rowan and sent to Canadian physicians and health and education government. The *Unplug – Don't Drug* policy advocates for a family three month 'unplug' from all technology trial prior to prescribing a child with psychotropic medication.

2. *The Triple Disconnect*

Connection to technology is disconnecting children from establishing a sense of self, others and nature.

3. *The Perfect Storm*

Developmental delays, attachment disorders, failing literacy, increasing curriculum demands, decreasing gym/recess time, diagnose and drug mania, family technology addictions, increasing conflict and aggression, attention disorders, confusing behaviors and obesity are all culminating into ideal conditions for *The Perfect Storm*.

Problems

For Teachers

- Does it feel like every kid in your class has ADHD?
- Worried about achieving literacy?
- Curriculum overload...finding time to get back to basics
- When was the last time your entire class was focused?
- Bringing schools into the 21st century
- Children's foundation for development has cracked
- Giving kids mixed signals regarding technology use...how much is too much?
- Connection to technology is disconnecting child development
- How come your brightest students aren't learning?
- Classroom out of control...kids can't sit still?
- Printing is a dying art – so is literacy
- Feel more like zoo-keeper rather than a teacher?
- Gym and recess improve learning
- Movement, touch and connection improve learning
- Printing and reading delays causing tears and frustration?
- Doing school work while moving? Not in my classroom!

For Parents

- Are your kids addicted to TV...you are too?
- Virtual parenting is destroying our children
- Didn't you play outside? Why can't your kids?
- TV's in bed/living/dining/family/bath rooms, car, school....
- Videogames before school? Teachers can't compete
- Obesity, ADHD, poor academics – Who is responsible?
- Having trouble around report card time?
- Can your child sit through dinner without technology?
- Are we crippling our children with TV and videogames?

The Zone'in Solution

- Gives kids an edge
- Placing responsibility back on children
- Redefines the way children learn
- Redefines the way we teach children
- Redefines the way we see children's behavior
- Empowers children to become better learners
- Gives kids peace of mind
- Takes the frustration out of learning
- Eliminates the tears of frustration

- The *Zone'in Concept* is a springboard for learning
- Promotes happy learners and healthy lifestyles
- *Zone'in, Move'in* and *Unplug'in* are fun, easy, and they work!
- *Zone'in, Move'in* and *Unplug'in* are kid-driven and produce self-responsible behavior
- *Zone'in, Move'in* and *Unplug'in* provide options and opportunities to help children learn
- *Zone'in, Move'in* and *Unplug'in* help children grow in new and exciting ways
- *Zone'in Programs Inc.* was developed by a highly respected pediatric occupational therapist to help make learning easy for all children.
- *Zone'in Products* are easy-to-use programs that help parents, teachers and therapists take that first step to engage with children, and help them to understand and manage their energy bodies to listen and learn.
- *Zone'in Workshops* for health and education professionals create a foundation for new and innovative ways to teach children how to learn. Sensory and motor development, technology's impact on development, early intervention, attachment theory, and redesign of schools and classrooms are but a few of the many topics addressed by the *Zone'in Foundation Workshop Series*.
- *Zone'in Training* for pediatric occupational therapists offers instructor certification to teach the *Zone'in Foundation Workshop Series* in local communities and around the globe.
- The *Zone'in* website (zonein.ca) is a great resource for parents, teachers and therapists. It provides information, inspiration and the opportunity to learn more about how to help the children manage their energy. (Adults might even learn a bit about their own energy too!)

The Zone'in Mantra

Children are the future of our planet. Through modern technology, we have unconsciously created a "virtual reality" for our children to call home, a reality devoid of connection and human interaction. TV's, videogames and computers are now the teachers of our children, not parents. The result has been an alarming increase in attachment and developmental disorders.

Now is the time to plant the seed for children to learn in a new and conscious way. Teaching children to bring awareness to themselves, so they know who they are, creates a strong healthy foundation for learning. Using their energy in positive productive ways, children learn to create balance and wholeness of body, mind and spirit.

So get *Unplug'in*, tune into *Zone'in* and start *Move'in*!

