

## Did you know?

- Canadians witness 40 acts of violence per hour on television
- 13% of advertisements in Canada are violent
- Studies show incidents of violence in Canadian programming increased 378% from 1993-2001
- 60% of 800 hours of U.S. television programming contains violence

## Are you aware that:

- Research shows that children are programmed for play by violent forms of play and are then less able to come up with imaginative ideas of their own.
- Electronic, interactive “action” games can teach them that killing is fun and diminish their capacity for empathy and compassion.
- Violence as entertainment legitimizes and makes violent behavior acceptable. It desensitizes and makes violent behavior acceptable.
- Youngsters learning to take pleasure in aggression compromise their ability to learn empathy, negotiation and cooperation.

**Let's encourage healthier alternatives!**

## The Far Reaching Effects of Violence

Critics of media violence suggest there are strong potential effects to witnessing violence. These include:

- Declining morals
- Desensitized audiences
- Acceptance/tolerance of violence
- Escalating levels of violence/abuse
- Stunted conflict resolution skills
- Pre-disposition to risky behaviour or criminal activity
- Anti-social behaviour such as bullying, swearing or destroying property

## Daily Exposure to Violence in Media:

- Television
- Video Games
- Film/Movies
- Internet Sites
- Music Videos
- Print Ads/Articles



## What we know:

Child development theory teaches us that good toys and games present a child with many choices and play variation. These stimulate creative interaction with the environment. They lead children to question and explore their world.



Play is children's work. Toys and games are the tools they use as they learn to control their body movements – to solve problems, to play out their understanding of the world as they see it and incorporate the values to which they are exposed. In the process, they learn to relate to other children and adults.

Youth gang violence and cyber-bullying in Canada are increasing and media violence is believed to be one of the many contributing factors to this epidemic. In order to reverse the trends we must promote the manufacturing and distribution of pro-social toys, games and other cultural commodities rather than continuing a culture of violence across the country.

# It's time to turn off the violence!

You can help raise awareness and limit the harmful effects of Violence in Media



**Join C-CAVE  
Canadians Concerned about  
Violence in Entertainment**

[www.c-cave.com](http://www.c-cave.com)

## C-CAVE – An agent of Change:

It's no secret that our society is becoming increasingly violent. Turn on the television or log onto the Internet and you're sure to find crime dramas with explicit scenes of violence, abuse, torture, body parts and death.

Violence has found its way into all forms of entertainment including television, video games, film or movies, internet sites, music videos and even children's toys.

C-CAVE, Canadians Concerned with Violence in Entertainment believes in limiting the violence children and adults see every day through the media. By lobbying various levels of governments and raising awareness about the negative impact of media violence, we hope to follow the lead of other countries that have imposed stringent restrictions regarding the violence that enters our world each day.

With your help, C-Cave can bring about positive change and reduce the violence in today's media.



**Join us! Get involved today.**  
**[www.c-cave.com](http://www.c-cave.com)**

## Positive Change around the World:

A number of countries have developed cooperative restraints on the harmful effects of advertising to minors. Many have taken serious steps to limit the exposure in their countries.

- Sweden, Norway and Finland have restricted the sale of war toys. Iraq has banned them entirely
- Malta prohibits the import of war toys and Australia has import restrictions as well
- Germany has ratified laws aimed at curbing gun ownership and children's exposure to violence on computers. Similar legislation is now before the entire European Union and the U.S. Congress
- Advertising to children 13 years of age and younger is banned in Quebec, with Great Britain, Switzerland, Italy and France passing similar legislation



## How you can make a difference today:

Just pretending the problem of media violence will go away on its own won't make it so. It takes the commitment of many dedicated people to bring about positive change and turn off the violence in today's media.

### That's where you come in...

How can you help? Join C-CAVE, Canadians Concerned about Violence in Entertainment. Add your voice to the thousands of others who care about restricting media violence in all its many venues.

Sign up today by mailing back your registration and membership dues and fill out our online form.

With your help, we will be a powerful lobbying group whose voice won't be ignored.

**What can you do? Join C-CAVE today!**  
**Canadians Concerned about Violence in Entertainment**

## Please detach and return this form to:

**C-CAVE** ([www.c-cave.com](http://www.c-cave.com))  
**CANADIANS CONCERNED ABOUT  
VIOLENCE IN ENTERTAINMENT**

167 Glen Rd. Toronto, ON, M4W 2W8

Addressing Media Violence and its effects  
since 1983

MEMBER OF THE COALITION FOR A  
COMMERCIAL-FREE CHILDHOOD, HARVARD  
MEDICAL SCHOOL, BOSTON, MA

Telephone # (416) 961-0853  
Email: [rose.dyson@alumni.utoronto.ca](mailto:rose.dyson@alumni.utoronto.ca)

## I am interested in publicizing C-CAVE in my community.

Name \_\_\_\_\_

Address \_\_\_\_\_

Postal Code \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_

Fax# (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Membership \$40 \_\_\_\_\_ cash/cheque

Contribution \_\_\_\_\_