



Boys & Girls Clubs
of Canada



On June 7th, Unplug to Connect

Teenagers today have spent their entire adolescence in a world with smartphones, and the feeling of constantly being “plugged in” is having a significant impact on their overall happiness. Children spend more time in front of screens (computers, tablets and televisions) than ever before. While the internet and social media can be great resources for children and youth, it’s also critical that they have space to unplug and engage with others in a meaningful way.

Boys and Girls Clubs of Canada understand that in order to be happy and healthy, children and youth need to be a part of a community where supportive relationships are fostered, and where they have the opportunity to explore the world around them. At Boys and Girls Clubs, kids spend time away from smartphones and computers every single day—playing together, learning together, and being mentored by caring adults.

On **June 7**, our Clubs invite Canadians to join us to Unplug to Connect. For at least one hour, we ask people to spend time together and participate in a variety of activities that allow them to interact with their friends and share the kinds of experiences that can only happen when people put down their phones and make time for real connections. We invite you to be a part of this inaugural year and launch Unplug to Connect as a monumental day for Canadians.

In this toolkit, you will find the following:

- Suggestions for how you can take part in Unplug to Connect
- Social media suggestions
- Links to current news stories and statistics

Why is it important to Unplug?

- Today, people consume 3x as much information as they did in the 1960s
- 61% of people can’t ignore their electronic devices. They check them within an hour after getting an email, text, or alert
- 3 out of 5 people spend more time on their computer than they do with their significant other
- 73% of people believe their use of electronic devices has contributed to stress in their life
- 81% of people admit to interrupting conversation, mealtime, or playtime with family or friends to check their social media, text messages, or email
- 61% of people have felt jealous, depressed, sad or annoyed after checking updates on their social media devices



Boys & Girls Clubs
of Canada



Support Unplug to Connect – Come Play with Us!

Participate with Boys and Girls Clubs across the country and bring Unplug to Connect to your office on June 7th.

In order to make this as plug and play as possible we've outlined some unique ways you can activate:

- Help Boys and Girls Clubs spread the word! Promote the initiative on your internal screens and bulletin boards, and celebrate your participation with the suggested social media posts below
- Host an Unplug to Connect event and tell us your plans at <http://www.unplugtoconnect.ca/share/>
- Host an Unplug to Connect Lunch and Learn Pot Luck!
 - On June 7th, invite employees to each bring an item to contribute to a shared meal together in a common space. No electronic devices allowed.
- Host an Unplug to Connect Relay
 - Not everyone can realistically unplug from all devices for the day, but an hour is manageable for almost anyone. Provide a signup sheet and ask employees to sign up for 1-hour time slots on June 7th
 - We encourage staff during this hour to walk to each other's offices to talk face to face rather than sending emails



Boys & Girls Clubs
of Canada



Social Media Toolkit

BEFORE JUNE 7

On June 7, we will be joining @BGCCAN to #UnplugToConnect! <http://unplugtoconnect.ca>

<insert social media graphic / choose automatic image from website / share teaser video
<https://youtu.be/N41zsD2XkIM>>

ON JUNE 7

Right before event

Starting at <insert time>, we will be putting our electronic devices and screens away to #UnplugToConnect!

<insert image of kids waving or social media graphic>

After event

We had a blast <insert brief description of event> with our staff for #UnplugToConnect!
Learn more at www.unplugtoconnect.ca.

<insert a few photos of event—don't forget to select someone to take photos during your event!>



Boys & Girls Clubs
of Canada



Current news

1. Have Smartphones Destroyed a Generation?
<https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/>
2. Early Facebook and Google Employees Form Coalition to Fight What They Built
<https://www.nytimes.com/2018/02/04/technology/early-facebook-google-employees-fight-tech.html>
3. Teens who spend less time in front of screens are happier — up to a point, new research shows
<https://www.washingtonpost.com/news/inspired-life/wp/2018/01/22/teens-who-spend-less-time-in-front-of-screens-are-happier-up-to-a-point-new-research-shows>
4. Smartphone addiction could be changing your brain
<https://www.cnn.com/2017/11/30/health/smartphone-addiction-study/index.html>
5. Has Social Media Become a Full-Time Job for Teen Girls?
<http://www.macleans.ca/culture/social-media-full-time-job-teen-girls>
6. Can't Fight This Feeling: Technology and Teen Anxiety
<https://www.psychologytoday.com/us/blog/more-feeling/201712/can-t-fight-feeling-technology-and-teen-anxiety>



Boys & Girls Clubs
of Canada



Infographic (external source)

This is your brain on **SCREEN TIME**



3x

People consume three times as much information daily as they did in 1960.



61%

of people can't ignore their electronic devices. They check them within the hour after getting an email, text, or alert.



50%

of people check their work email outside of work hours, including weekends and vacations.



61%

of people have felt jealous, depressed, sad, or annoyed after checking updates on their social media account.



81%

of people admit to interrupting conversation, mealtime, or playtime with family or friends to check their social media, text messages, or email.



3 out of 5

people spend more free time on their computer than they do with their significant other.



73%

of people believe their use of electronic devices has contributed to **stress in their life.**

me**Q**uilbrium.com Interactive Stress Management

Statistics according to research conducted by the University of California, San Diego; Kelton Research; and meQuilibrium.com
Created by DiabeticLivingOnline.com



RECHARGE YOURSELF Once A Week: Pledge to Unplug!