

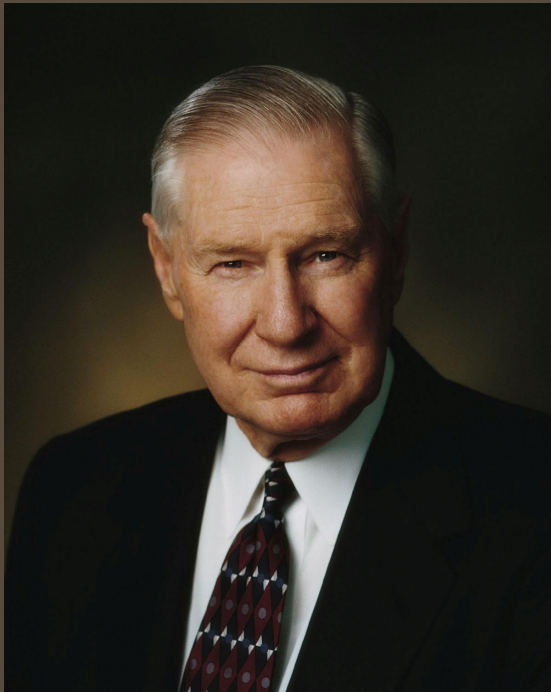


THRUST IN YOUR SICKLE

D&C 31:5

Teaching Children to Learn and
Love the Eternal Principal of
Work!

DOCTRINE - WORK



“An important element of doing the best we can as parents is to provide loving but firm discipline. If we do not discipline our children, society may do it in a way that is not to our liking or our children’s. Part of disciplining children is to teach them to work.”

- James E Faust, *Dear Are the Sheep That Have Wandered*,
April 2003 General Conference

dis·ci·pline

noun: **discipline**

1. the practice of training people to obey rules or a code of behavior, using punishment to correct disobedience.

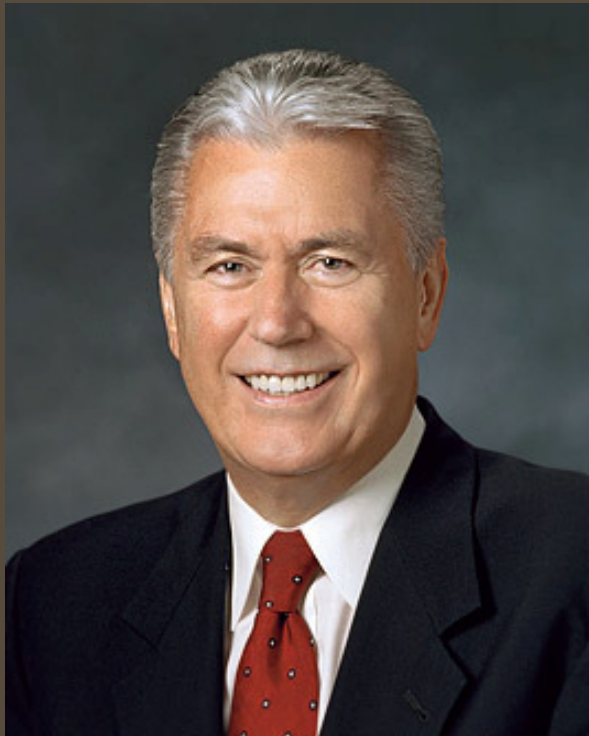
DOCTRINE - WORK



“One of the greatest values ... is the virtue of honest work. Knowledge without labor is profitless. Knowledge with labor is genius.”

- President Gordon B. Hinckley

DOCTRINE - WORK



“How I admire men, women, and children who know how to work! How the Lord loves the laborer! ...Those who are unafraid to roll up their sleeves and lose themselves in the pursuit of worthwhile goals are a blessing to their families, communities, nations, and to the Church.

The Lord doesn’t expect us to work harder than we are able. He doesn’t (nor should we) compare our efforts to those of others. Our Heavenly Father asks only that we do the best we can—that we work according to our full capacity, however great or small that may be.

Work is an antidote for anxiety, an ointment for sorrow, and a doorway to possibility. Whatever our circumstances in life, my dear brethren, let us do the best we can and cultivate a reputation for excellence in all that we do. Let us set our minds and bodies to the glorious opportunity for work that each new day presents.”

- President Uchtdorf, *Two Principles for Any Economy*,
October 2009 General Conference

DOCTRINE - WORK



“Today, many have forgotten the value of work. Some falsely believe that the highest goal in life is to achieve a condition in which one no longer needs to work. President David O. McKay (1873–1970) was fond of saying, “Let us realize that the privilege to work is a gift, that power to work is a blessing, that love of work is success.”

- Bishop H. David Burton, *The Blessing of Work*,
December 2009 General Conference

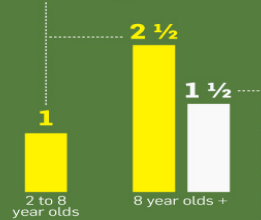
SCRIPTURAL FOUNDATION - WORK

- ❖ Moses 3:2 – What does this verse teach us about the nature of our Heavenly Father and His Son?
- ❖ Moses 3:15 – What was Adam and Eve's initial purpose in the garden?
- ❖ Moses 4:23-24 – Why would He say this?
- ❖ Moses 5:1
- ❖ D&C 88:124
- ❖ D&C 42:42
- ❖ D&C 60:13 – Idle – not active or in use, without purpose or affect, pointless, *spend time doing nothing*.
- ❖ D&C 68: 31-32 – Do we see this today?
- ❖ D&C 75: 28-29 – Does this mean you will be kicked out of the Church if you are idle?
- ❖ D&C 107: 99-100
- ❖ Mosiah 9:12
- ❖ Mosiah 10:4-5 – How does this compare to our day?
- ❖ Helaman 6:11-13
- ❖ Ether 10: 22-28

Exposure To TV ads

TV is still the No. 1 place where kids spend their media time.

Hours/day spent watching TV

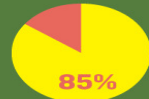


Kids ages 2-11 see an average of

25,600
ads a year



Despite self-regulation, fast food, candy and cereal accounted for about half of all food ads seen by kids in 2011.



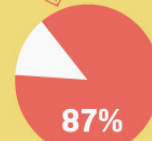
Percentage of companies that market food to kids had websites with content for children, like viral marketing, online TV ads and branded items for download.

More than 40% of their ad exposure came from non-children's shows.



Kids 8 and older spend 1 1/2 hours a day using a computer for fun at home, where they're exposed to ads.

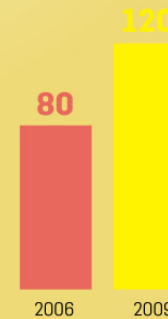
Online advertising



Percentage of the most popular children's websites that carry some type of advertising.

Cross-promotions

There has been an increase in promotions tying food/drink products to movies, cartoon characters, toys, video games, websites, theme parks and other entertainment venues.



3 billion → **1/3**

display ads for food and beverages were viewed on kid-aimed websites from 2009-2010.

have premium offers in exchange for a product purchase.

SOURCE: COMMON SENSE MEDIA,
ADVERTISING TO CHILDREN AND TEENS: CURRENT PRACTICES

AD EXPOSURE TO CHILDREN

What messages are children
receiving through
advertising?

What “gospel” is being
preached?

How does this relate to the
principle of work?



American Academy
of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™

POLICY STATEMENT

Children, Adolescents, and Advertising

Committee on Communications

Organizational Principles to Guide and
Define the Child Health Care System and/or
Improve the Health of All Children

ABSTRACT

Advertising is a pervasive influence on children and adolescents. Young people view more than 40 000 ads per year on television alone and increasingly are being exposed to advertising on the Internet, in magazines, and in schools. This exposure may contribute significantly to childhood and adolescent obesity, poor nutrition, and cigarette and alcohol use. Media education has been shown to be effective in mitigating some of the negative effects of advertising on children and adolescents.

INTRODUCTION

Several European countries forbid or severely curtail advertising to children; in the United States, on the other hand, selling to children is simply “business as usual.”¹ The average young person views more than 3000 ads per day on television (TV), on the Internet, on billboards, and in magazines.² Increasingly, advertisers are targeting younger and younger children in an effort to establish “brand-name preference” at as early an age as possible.³ This targeting occurs because advertising is a \$250 billion/year industry with 900 000 brands to sell,⁴ and children and adolescents are attractive consumers: teenagers spend \$155 billion/year, children younger than 12 years spend another \$25 billion, and both groups influence perhaps another \$200 billion of their parents’ spending per year.^{4,5} Increasingly, advertisers are seeking to find new and creative ways of targeting young consumers via the Internet, in schools, and even in bathroom stalls.⁶

THE EFFECTS OF ADVERTISING ON CHILDREN AND ADOLESCENTS

Research has shown that young children—younger than 8 years—are cognitively and psychologically defenseless against advertising.^{6,7} They do not understand the notion of intent to sell and frequently accept advertising claims at face value.¹⁰ In fact, in the late 1970s, the Federal Trade Commission (FTC) held hearings, reviewed the existing research, and came to the conclusion that it was unfair and deceptive to advertise to children younger than 6 years.¹¹ What kept the FTC from banning such ads was that it was thought to be impractical to implement such a ban.¹¹ However, some Western countries have done exactly that: Sweden and Norway forbid all advertising directed at children younger than 12 years, Greece bans toy advertising until after 10 pm, and Denmark and Belgium severely restrict advertising aimed at children.¹²

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All policy statements from the American Academy of Pediatrics are automatically expire 5 years after publication unless reaffirmed, revised, or extended at or before that time.

Key Words
advertising; media; television; product placement; children; obesity; smoking; alcohol; birth control; obesity; nutrition; food; television; Children Online Privacy Protection Commission

Abbreviations
TV—television
FTC—Federal Trade Commission
ED—electronic data interchange
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THE REAL MESSAGING IN ADVERTISING

- ❖ Promotes an “I want” mentality
- ❖ Impulses should not be denied
- ❖ Pain should not be tolerated
- ❖ Cure for pain is a product
- ❖ If it is hard or difficult you should not have to do it.
- ❖ Mix of entitlement and dissatisfaction