

Cox Communications

Cable in the Classroom

Are you looking for ways to take charge of your TV and computer to find educational programming for your child or student?

The right video and online content can help children make meaningful connections to new information, reinforce previous learning, enhance creativity and open their minds.

With Cox Communications and *Cable in the Classroom* you can find commercial-free programming each month geared to provide teachers and parents with lively, curriculum-rich resources to inspire learning. Programs are reformatted and designed to be kid-friendly, as well as adaptable in the classroom, in accordance with national standards. Cable network study guides and Internet resources are also provided and can further enhance the educational value of the programs.

Cable in the Classroom also features valuable web sites for parents, teachers and students containing age-appropriate, curriculum-driven content.

These are just a few of the subject areas you can find educational programming geared towards children:

- Preschool
- English / Language Arts
- History
- Social Studies
- Science / Health
- Math
- Arts
- Social & Personal Development

To find educational programming on TV and on the web, visit *Cable in the Classroom* online at www.ciconline.org. For information on how to get Cox Cable services for your family, visit www.CoxSanDiego.com.

Websites for Kids

February's Featured Link

Discovery Kids

Delivers informative articles, online science games, a chat room, live web cams and more. Visit: kids.discovery.com.



Shows to Watch

Tune in to these upcoming programs on Channel 4 San Diego!

> Connecting With Kids:

"Legal Drugs, Lethal Highs"

Sat, Feb 21 @ 3:30pm

Sat, Feb 28 @ 3:30pm

> San Diego Insider:

Featuring the "Keep Kids Alive, Drive 25" program

Sun, Feb 1 @ 8pm

Tues, Feb 3 @ 6:30pm

Wed, Feb 4 @ 8:30pm

Sun, Feb 8 @ 8pm

Wed, Feb 11 @ 5:30pm



Cox Connects With Kids

"Legal Drugs, Lethal Highs"

More kids than ever are abusing drugs they can find right in their own homes: over the counter cold tablets, prescription pills, and inhalants. The National Institute on Drug Abuse reports that four million Americans, ages twelve and older, are using over-the-counter and prescription medicine for "non-medical" reasons. The greatest increase is among 12 to 17 year olds.

Experts have three simple explanations for this explosion in abuse of legal drugs:

- Easier access
- A false sense that these drugs are safe
- A "medicine mindset" in our culture, where kids see adults around them taking medicine for every conceivable pain and sadness.

Since 1996, sales of prescription and over the counter drugs have doubled to 145 billion dollars.

In this context, it can be confusing for kids when their parents simply tell them "don't do drugs." The conversation now needs to be much more, coupled with a message that says medicine *can* be very helpful when a doctor prescribes it, but that uncontrolled self-medication *never* works, and can kill you.

This latest episode of **Connecting with Kids** airs on Channel 4 San Diego on Saturday, February 21 at 3:30 p.m., and Saturday, February 28 at 3:30 p.m.



Want to Know More?

For information to help you better discuss the effects of drug abuse with your child, visit the National Institute on Drug Abuse www.nida.nih.gov and click on *Information for Parents and Teachers*.

Cox Heroes Scholarships

Cox Heroes Scholarship applications are now being accepted. Visit www.CoxSanDiego.com for more information on how your child can become a Cox Hero and to download an application. The deadline for applications is Friday, February 13, 2004.

Look for AccessEducation every month!

