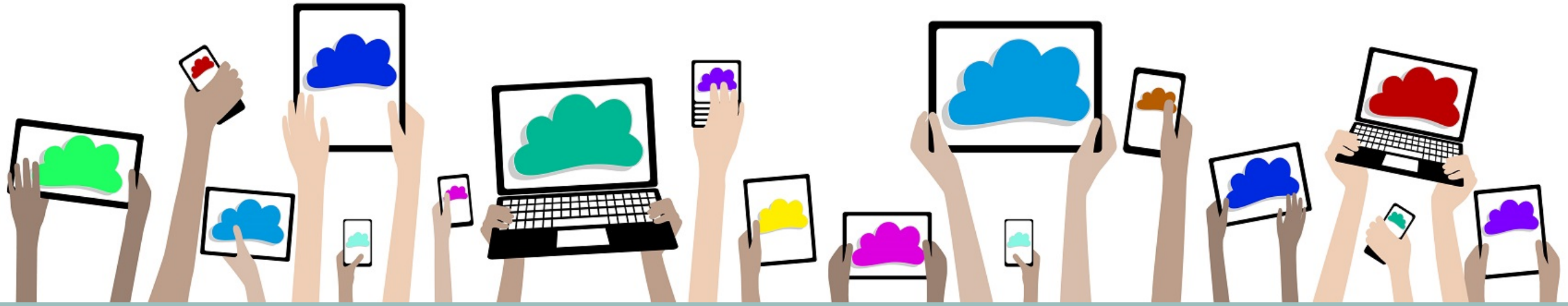

SCREEN AND MEDIA USE IN EARLY CARE AND EDUCATION SETTINGS UPDATE

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OUTLINE

Background

New American Academy of Pediatric guidelines

Overview of new online training

Summary of messages for providers about screen time and media use

Review resources/attachments

Questions and discussion

OBJECTIVES

By the end of the session attendees will be able to:

- Describe the new AAP guidelines for digital media use by young children and how they differ from earlier guidelines
- Evaluate possible key messages about digital media use and screen time for providers and families
- Access resources about screen time and young children

BACKGROUND: UNIVERSITY OF WA CENTER FOR PUBLIC HEALTH NUTRITION/WA STATE DOH PARTNERSHIPS

1. WIC - *Statewide Intervention to Reduce Television Viewing in Early Childhood.* Am J Health Promotion. 19:(6)418-421. 2005
2. Statewide initiatives – conferences, coalitions, partnerships, NIH grant
3. Child Care
   - in person trainings: 2006-2010
   - Media Aware Child Care I: online training – 2011-2016
   - Media Aware Child Care II: online training - 2017

NEW AMERICAN ACADEMY OF PEDIATRICS MEDIA USE RECOMMENDATIONS FOR CHILDREN

Two policy statements and a Technical Report released in Oct 2016

- https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/pages/media-and-children.aspx

Since 2001, the recommendation had been:

- No TV or screens for children under age 2
- Limit TV and screens to no more than 2 hours per day for children aged 2 and older

NEW AAP RECOMMENDATIONS

Avoid digital media use (except video-chatting) in children younger than 18 to 24 months.

For children ages 18 to 24 months of age, if you want to introduce digital media, choose high-quality programming and use media together with your child. Avoid solo media use in this age group.

For children 2 to 5 years of age, limit screen use to 1 hour per day of high-quality programming, coview with your children, help children understand what they are seeing, and help them apply what they learn to the world around them.

MORE RECOMMENDATIONS

Do not feel pressured to introduce technology early

Avoid fast-paced content and distracting bells and whistles

Avoid using media as the only way to calm a child

Keep bedrooms, mealtimes, and parent-child playtimes screen free for children and parents

Be wary of “educational” apps, many do not have evidence of improving educational outcomes

SCREEN TIME BEST PRACTICES FOR ECE SETTINGS

Caring for our Children Best Practices:

- For children under age 2: no screens or digital media
- For children age 2 and older: limited to not more than 30 minutes per week and for education or physical activity use only

Similar for LMCC and NAP SACC

STATE LICENSING MAPS – PUBLIC HEALTH LAW CENTER

Categorized states based on language in their current licensing regulations

http://www.publichealthlawcenter.org/heal/ChildCareMaps.html

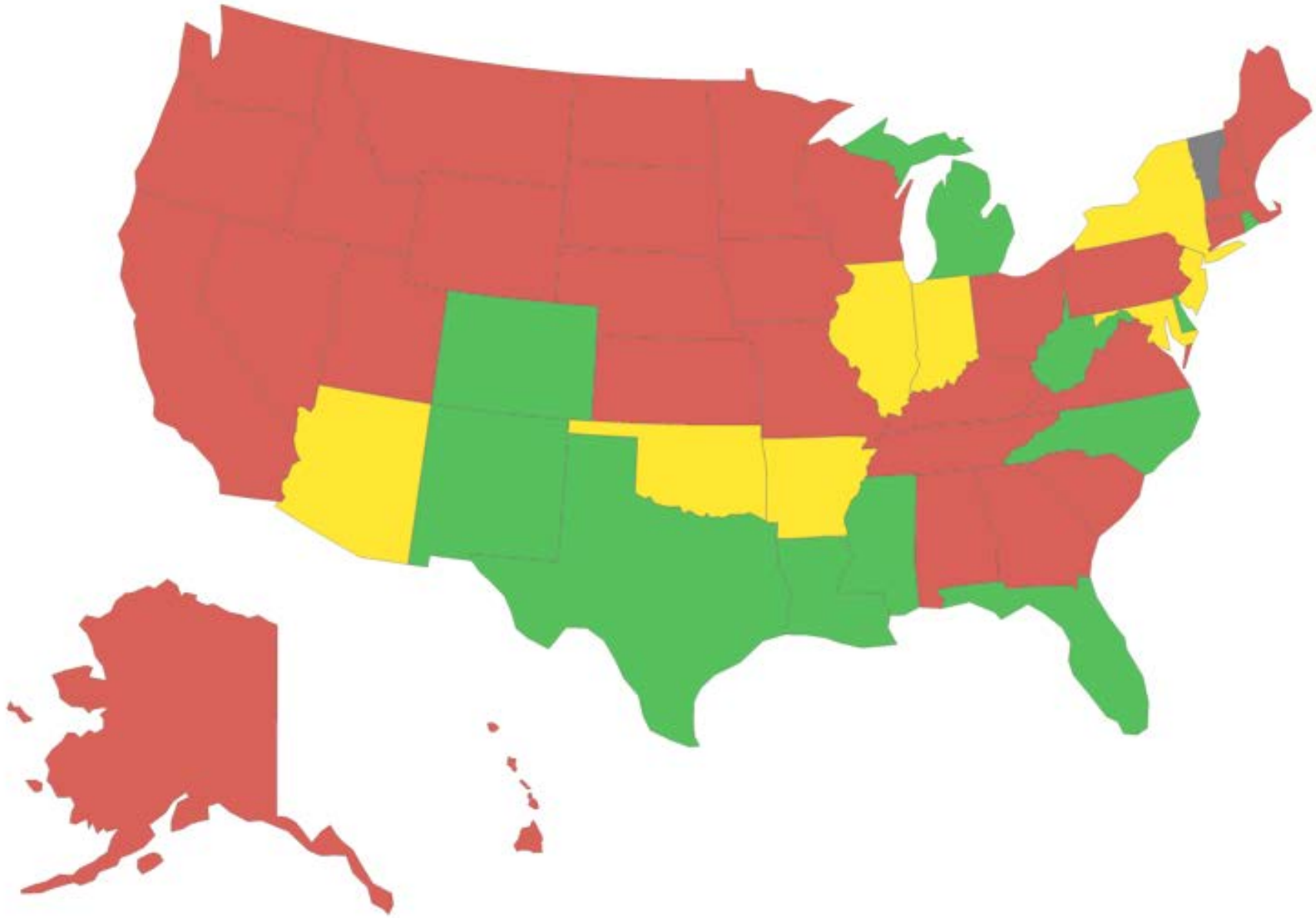
No screen time for children younger than two years of age

Red: Does not mention

Yellow: Recommends not allowed for children under 2; Partially addresses by prohibiting screen time for children less than 1 year old

Green: Prohibited for all children under 2

Gray: Needs further review



Centers only

Screen time limited to 30 minutes per week for children older than 2 years of age

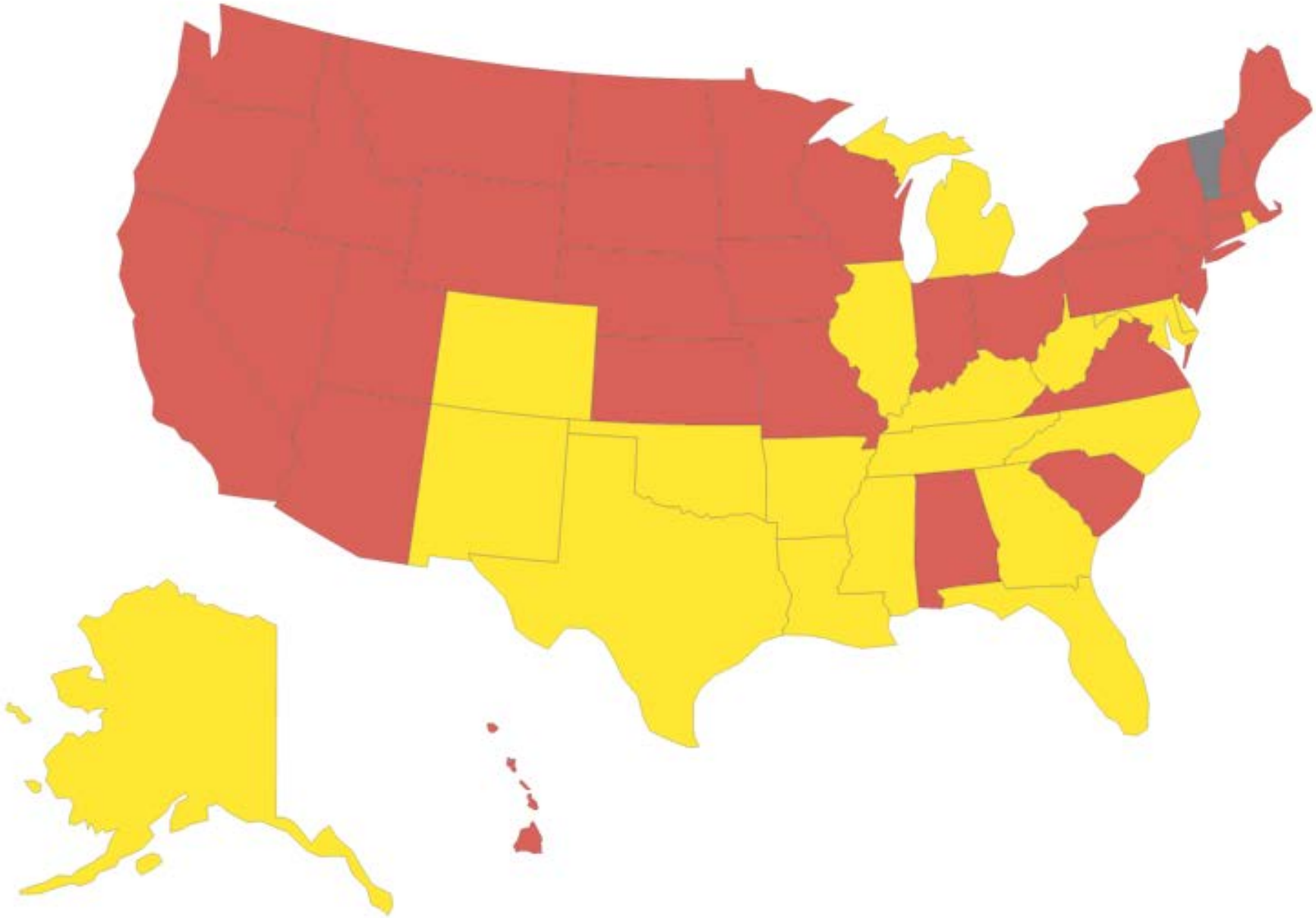
Red: Does not mention

Yellow: Recommends screen time is limited, but does not specify time; Requires a limit, but it is greater than 1 hr per day; Requires a limited less than or equal to 1 hr per day

Green: Required limit no more than 30 min per week; No screen time allowed

Gray: Needs further review

Centers only



UPDATED ONLINE TRAINING

A more nuanced approach

- Emphasize need for hands-on exploratory learning – recent research
- Define high-quality programming
- Emphasize co-viewing
- Offer practical strategies

Pilot tested with both center and family home providers

Went live Jan 31, 2017

State-approved Continuing Education for ECE providers

ONLINE TRAINING APPROACH

Interactive: Self-reflective/learning questions, not quiz based

Informative: evidence based and provides easy access to references and resources

Practical and Applicable: Emphasizes realistic strategies to meeting best-practices, opportunities to apply what they have learned in scenarios

Accessible: Simple plain language, manageable formatting, self-paced

TRAINING OBJECTIVES

By the end of this training you will be able to:

1. Explain to others the effects that screen time and media use have on young children.

2. Understand and know where to access evidence based guidelines for screen time for children, both in child care settings and at home.

3. Apply new strategies to reduce screen time and use digital media wisely in your child care program.

4. Talk to parents about healthy media use for children at home.

Part 1: Why is it important to think about screens?

- Screen and media use among young children
- Screen time and brain development
- Effects of screen time on healthy child development

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DEFINITIONS AND MESSAGES

Hands on experiences are important

- During the first three years of life the brain triples in size
- The brains of babies and toddlers are not ready for TV or other screen time
- The brains of babies and toddlers develop best with social interaction

What is high-quality media?

- Educational
- Age appropriate
- Pro-social
- Interactive and open-ended
- Visually appealing with a strong narrative

Educational benefits increase when adults co-view and participate

Part 3: Strategies to Reduce Use Screen Time and Use Digital Media Wisely

- Strategies in child care settings
- Working with families to reduce screen time at home

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STRATEGIES IN ECE SETTINGS

Choose to be a “Screen Free” program

Plan fun activities to replace Screen Time

Plan ahead for challenging times

Plan screen use in advance

Teach children why it is important to limit screen time

Strategies in Child Care Settings

Choose to be a "Screen Free" program

Some child care programs decide it is best if they become "Screen Free" and do not use any screens or media in areas where they serve children. This works well for some programs and means providers do not need to track the amount of screen time each week. Some parents may even be looking for a "Screen Free" program. "Screen Free" does not apply to computers and other technologies used by adults to run the program or communicate.

Here are some tips and ideas that might help in becoming "Screen Free":

- Have a written policy explaining why your program is screen free. This can be posted at your facility or included in parent materials.
- For family home providers, place a cover over TVs and remove other electronic devices so that children do not expect to use these items.
- You can donate or recycle unwanted TVs or computers.

The next few slides will talk about activities you can do as alternatives to screen time.

What would you do?

Would your program consider becoming "Screen Free" by removing TV, computers, or other screens in areas where you serve children?

Required.

- ○ Yes, I think my program would have no trouble removing screens
- ○ Yes, I think my program would like to become "Screen Free," but we are not sure how
- ○ Maybe, I have some concerns about becoming "Screen Free"
- ○ No, we are not interested in removing all screens as we already set limits and meet screen time guidelines
- ○ My program is already "Screen Free"
- ○ Other: [ ]

What concerns do you have about this strategy?

Which of these ideas are you most likely to use and why?

Strategies in Child Care Settings

Plan fun activities to replace Screen Time

There are lots of things to do with children instead of watching TV or using screens. Activities can help children interact with others, learn how to move their bodies, and challenge their minds.

Try to spend time outside everyday. Being outside not only encourages active play, but encourages young children to explore and learn about their physical world.

What would you do?

What are some activities you would do with the children in your care to replace screen time?

Select all that apply

Required.

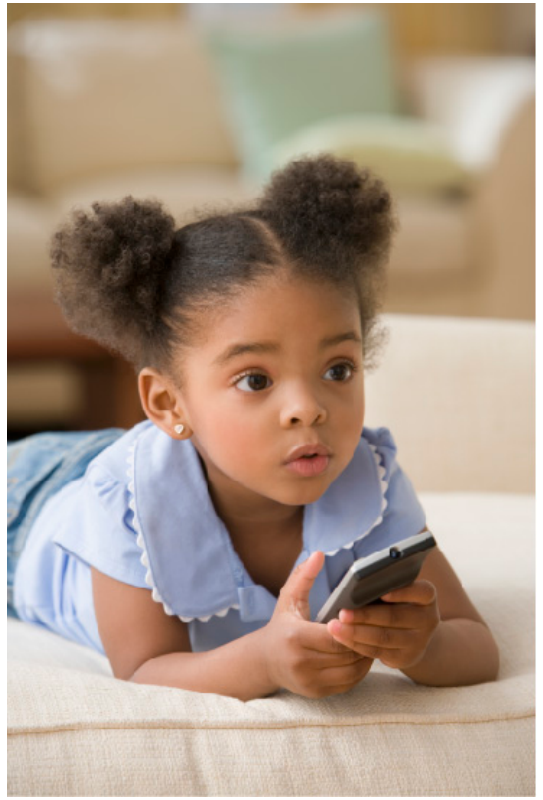
- ☐ Hide and Seek
- ☐ Hopscotch (Indoor or Outdoor)
- ☐ Freeze Dancing
- ☐ Arts and craft projects
- ☐ Relay races
- ☐ Act out stories and skits
- ☐ Follow the Leader
- ☐ Red Light-Green Light

STRATEGIES FOR WORKING WITH FAMILES

Share information and resources about the effects of screen time and ideas of other activities

Host a “Screen Free” Week Challenge

Develop a policy or written set of guidelines for your program



Working with Families to Reduce Screen Time at Home

A lot of children's screen and media use occurs at home. Talk with parents and families about the effects of screen time on children's lives and the importance of limiting screen time. Parents are often busy and look to trusted sources of information, like YOU, about complicated topics like screen time. There are many ways you can share information about the effects of screen time and how it can be used in positive and healthy ways.

What would you do?

What are some things that you would do to work with families on the topic of screen time?

Select all that apply

Required.

- [ ] Invite parents to share ideas of how they limit screen time at home
- [ ] Send home a newsletter about the effects of screen time on children
- [ ] Address screen time as a topic at parent nights
- [ ] Share reputable resources and information with them
- [ ] Other:

Share this Resource with Parents!

The American Academy of Pediatrics has created an online interactive tool to help families create a personalized **family media use plan**. It helps families consider the health, education and

Working with Parents to Reduce Screen Time at Home

Not sure what to say to parents?

The following links are full of quick ideas and suggestions for parents on how to reduce screen time. Check them out and think about sending these links in an email or newsletter to parents:

- KidsHealth.org
- HRSA TXT4TOTS
- Kids and Tech: Tips for Parents in the Digital Age
- Campaign for a Commercial-Free Childhood

Here is a reminder of three key ideas to help parents understand:

1. Too much screen time can have lasting negative impacts on child health and development. Children learn best through hands-on, real-life experiences and interactions with people.
2. Choose high-quality screen-based experiences for young children. Programming should be educational, age-appropriate, encourage social interactions, and be interactive.
3. Co-watch or co-use media with your child. Ask your children questions about what they are viewing and help relate the content to real-life experiences they have had.

Check out this resource!

Want ideas and suggested text for newsletters, lesson plans, or a parent workshop on this topic?

RESOURCES/ATTACHMENTS

PDF of the Training

- Training can be accessed for free here: http://depts.washington.edu/uwcphn/work/ece/macc_training.shtml

PDF of References and Resources from the Training for Providers

PDF of Resources for Families

Family Use Media Plan

- https://www.healthychildren.org/English/media/Pages/default.aspx

Common Sense Media

- https://www.commonsensemedia.org/

Feb 2017 NOPREN ECE working group presentation – Yolanda Reid Chassiakos

- https://nopren.org/working_groups/early-care-and-education/

QUESTIONS?

QUESTIONS?

What messages about screen time have you found to be more successful in your work with providers and families?

Any insight from working on screen time policies at the QRIS, state licensing levels? Barriers? Facilitators?

Anyone been asked about the 18-24 month old range after these updated guidelines were released?