



MCH Listening Session

WEDNESDAY, OCTOBER 13, 2021

PRESENTED BY: ELISA NEHRBASS, TITLE V CHILD &
ADOLESCENT HEALTH CONSULTANT

Screen Time Considerations for Children and Adolescents

Electronic devices, digital platforms, and virtual environments are not going away.

COVID mitigation strategies has led to more virtual classroom instruction and social gatherings using platforms such as Zoom.

Electronic devices and virtual programs have both positive and negative impacts on our children and adolescents.

Kansas Title V wants to promote healthy habits and the responsible use of digital technology.



Alignment with MCH SAP

Child Domain

Objective 3.2: Increase the proportion of children, 6 through 11 years, with access to activities and programs that support their interests, healthy development, and learning by 10% by 2025.

- *Strategy 3.2.1 – Partner with school-aged programs, local school districts and the Bureau of Health Promotion to align core messaging around child health initiatives (e.g. physical activity, nutrition, literacy, **screen-time**, self-determination)*

Adolescent Domain

Objective 4.2: Increase the proportion of adolescents and young adults that have knowledge of and access to quality health and positive lifestyle information, prevention resources, intervention services, and supports from peers and caring adults by 10% by 2025.

- *Strategy 4.2.1 – Partner with adolescent and young adults to identify, develop, and disseminate standardized guidance and educational materials focused on empowerment and health promotion (e.g. healthy living and eating, physical activity, mental health, substance use, **social media**, health relationships)*

Benefits and Risks of Media

Source: Reid Chassiakos Y, Radesky J, Christakis D, et al., AAP COUNCIL ON COMMUNICATIONS AND MEDIA. Children and Adolescents and Digital Media. *Pediatrics*. 2016;138(5): e20162593

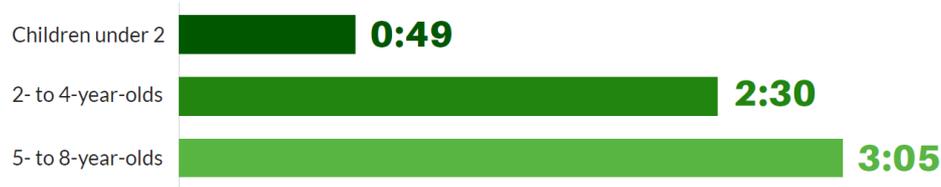
Benefits	Risks
Early Learning	Negative health effects on sleep, attention, and learning
Exposure to new ideas/knowledge	Higher incidence of obesity and depression
Increased opportunities for social contact and support	Exposure to inaccurate, inappropriate, or unsafe content and contacts
New opportunities to access health promotion messages and information	Compromised privacy and confidentiality

Data for ages 0-8 years

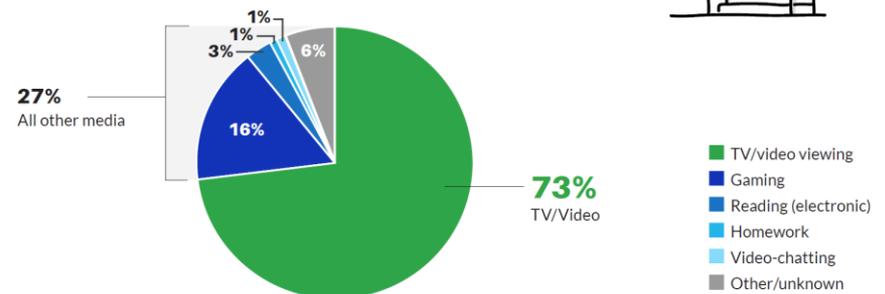
According to the 2020 Common Sense Census: Media Use by Kids Age Zero to Eight (n=1,400 parents of children age 8 or younger):



Children 8 and younger use almost two and a half hours (2:24) of screen media a day.



Television and video viewing accounts for most screen use.



Rideout, V., & Robb, M. B. (2020). *The Common Sense census: Media use by kids age zero to eight, 2020*. San Francisco, CA: Common Sense Media.

Data for pre-teen/teen years

2019 Common Sense Media report found that:

8 to 12 year olds use screens for entertainment on an average of 4 hrs, 44 min/day

13 to 18 year olds use screens for an average of 7 hours, 22 min/day (not counting schoolwork/homework time)

Data for pre-teen/teen years

2019 Kansas YRBSS Results

36.8% (32.5-41.4; n=1,382) played video or computer games or used a computer 3 or more hours per day (counting time spent playing games, watching videos, texting, or using social media on their smartphone, computer, Xbox, PlayStation, iPad, or other tablet, for something that was not school work on an average school day).

16.3% (13.2-20.0; n=1,388) watched television 3 or more hours per day (on an average school day)

2020 Kansas Youth Needs Assessment

- 8 of the 19 focus groups (n=92 attendees) called out either social media, Xbox or other video game responses, being on phone all day as an unhealthy behavior for themselves and/or a friend.
- 79.31% (or 23 responses) picked “Spend too much time on phone or using electronics” as an unhealthy action or decision for themselves and/or a friend.

High School YRBS, Kansas 2019 Results

(<https://nccd.cdc.gov/Youthonline/App/Results.aspx?TT=G&OUT=0&SID=HS&QID=QQ&LID=KS&YID=2019&LID2=XX&YID2=2019&COL=T&ROW1=N&ROW2=N&HT=QQ&LCT=LL&FS=S1&FR=R1&FG=G1&FA=A1&FI=I1&FP=P1&FSL=S1&FRL=R1&FGL=G1&FAL=A1&FIL=I1&FPL=P1&PV=&TST=True&C1=KS2019&C2=XX2019&QP=G&DP=1&VA=CI&CS=Y&SYID=&EYID=&SC=DEFAULT&SO=ASC&PF=1>)

AAP Recommendations - 2016

Recommendations specific for young children **0 to 5 years of age**:

- For children younger than 18 months, discourage use of screen media other than video-chatting
- For parents of children 18 to 24 months of age who want to introduce digital media, advise that they choose high-quality programming/apps (i.e. PBS Kids, Sesame Workshop, Common Sense Media) and use them together
- Children older than 2 years, limit media to 1 hour or less per day. Shared use between parent and child to enhance learning is recommended.
- No screens during meals and for 1 hour before bedtime

AAP Recommendations - 2016

Recommendations specific for young children **5 through 18 years of age**:

- **For Pediatricians:** Promote understanding of the benefits & risks of media; Promote adherence to guidelines for adequate physical activity and sleep via a Family Media Use Plan; Advocate for and promote information and training in media literacy; Be aware of tools to screen for sexting, cyberbullying, problematic Internet use, and Internet gaming disorder
- **For Families:** Develop, consistently follow, and routinely visit a Family Media Use plan that are age appropriate and specific to each child's age, health temperament, and developmental stage; Promote that children & adolescents get recommended amount of daily physical activity (1 hour) and adequate sleep (8-12 hours, depending on age); Children do not sleep with devices in their bedrooms and avoid exposure to devices or screens for 1 hour before bedtime; designate media-free times together; Engage in selecting and co-viewing media with your child; Have ongoing communication with children about online citizenship and safety; Actively develop a network of trusted adults that can engage with children online and to whom children can turn when they encounter challenges.

AAP's Family Media Use Plan

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

- Create Your Family Media Plan
- Media Time Calculator
- Feedback from MCH testers (Jen Marsh, Carrie Akin)

Child Mind Institute's "Screen Time During the Coronavirus Crisis"

Is my child sleeping enough and eating a somewhat balanced diet?

Are they getting some form of exercise every day?

Are they spending some quality time with family?

Do they use some screen time to keep in touch with friends?

Are they invested in school and keeping up with homework?



Sheldon-Dean, H, Screen Time During the Coronavirus Crisis, Child Mind Institute. <https://childmind.org/article/supporting-kids-during-the-covid-19-crisis/>

CDC's "Screen Time vs. Lean Time" Infographics

<https://www.cdc.gov/nccdphp/dnpao/multimedia/infographics/getmoving.html>

Downloadable Screen Time Widgets,
Infographics, and Social Media Buttons

Age groups: 8-10

11-14

15-18

Action Ideas



1. Design a short brief and social media messaging regarding screen-time considerations for the following populations: Parents of children 0-10 years; Parents of adolescents 11-18 years; Youth aged 11-18 years; various youth-serving organization and/or providers
2. How can the MCH Council get involved?
3. How can the Family Advisory Council get involved?
4. Other discussions, ideas, considerations?
5. Timeframe of project? Ways to disseminate messaging/materials?