

# Healthy Kids Watch Less TV Coalition

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Community Health Partnership:  
Oregon's Public Health Institute  
Portland, OR



Healthy Kids Watch Less TV

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HKWLT

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Healthy Kids Watch Less Screen

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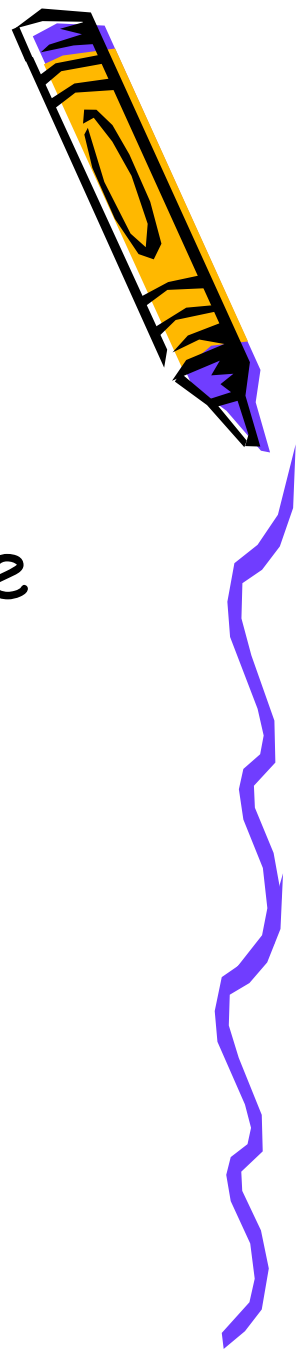
TV, Computer, computer/video games,  
MySpace, Facebook, text messaging,  
etc.

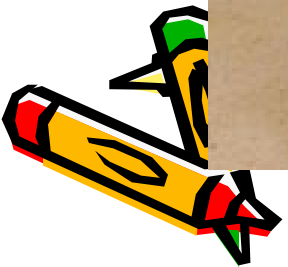


# At the end of this presentation:

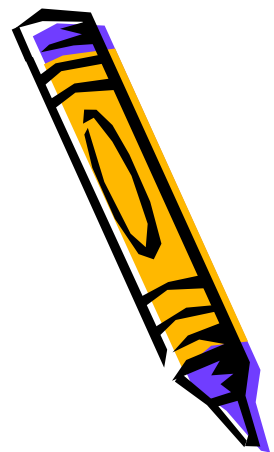
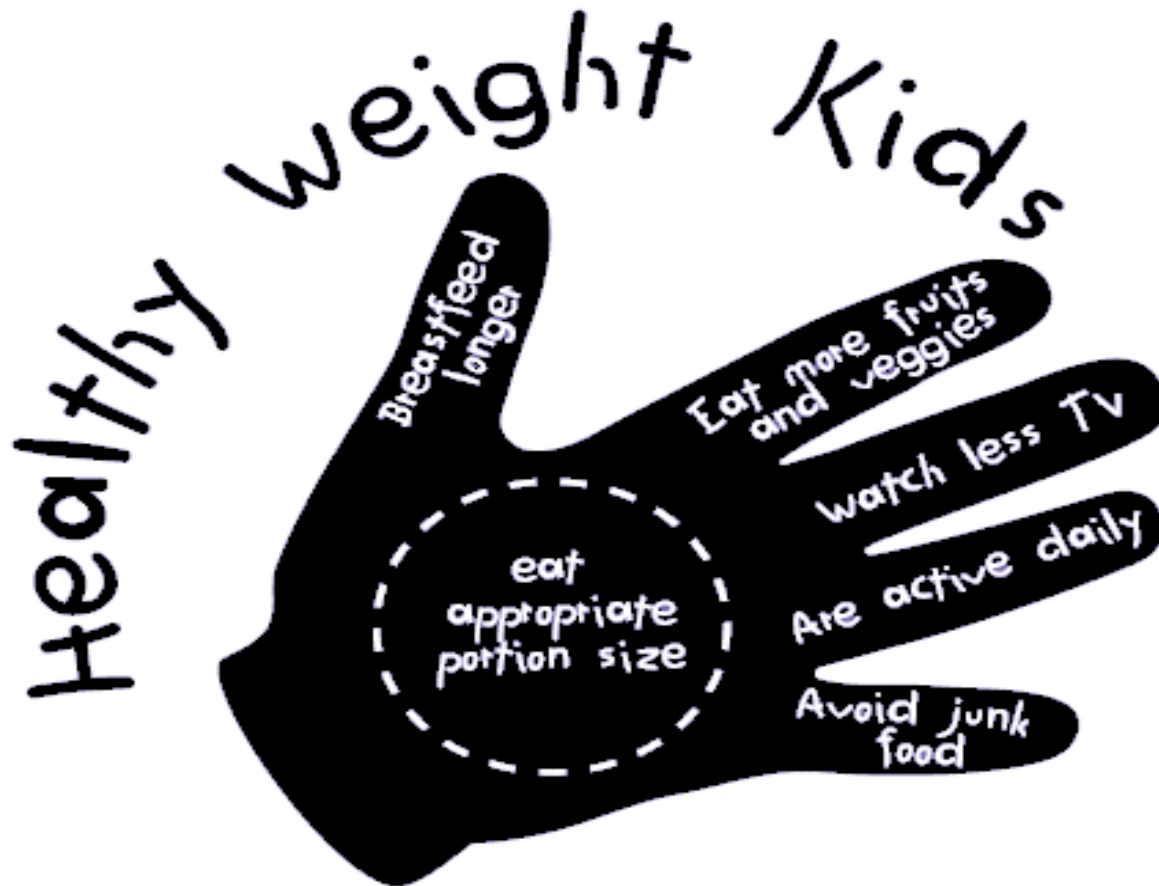
Participants will be able to:

- Identify the concerns of excessive screen time;
- Explain the work of the HKWLTV Coalition;
- Discuss local strategies

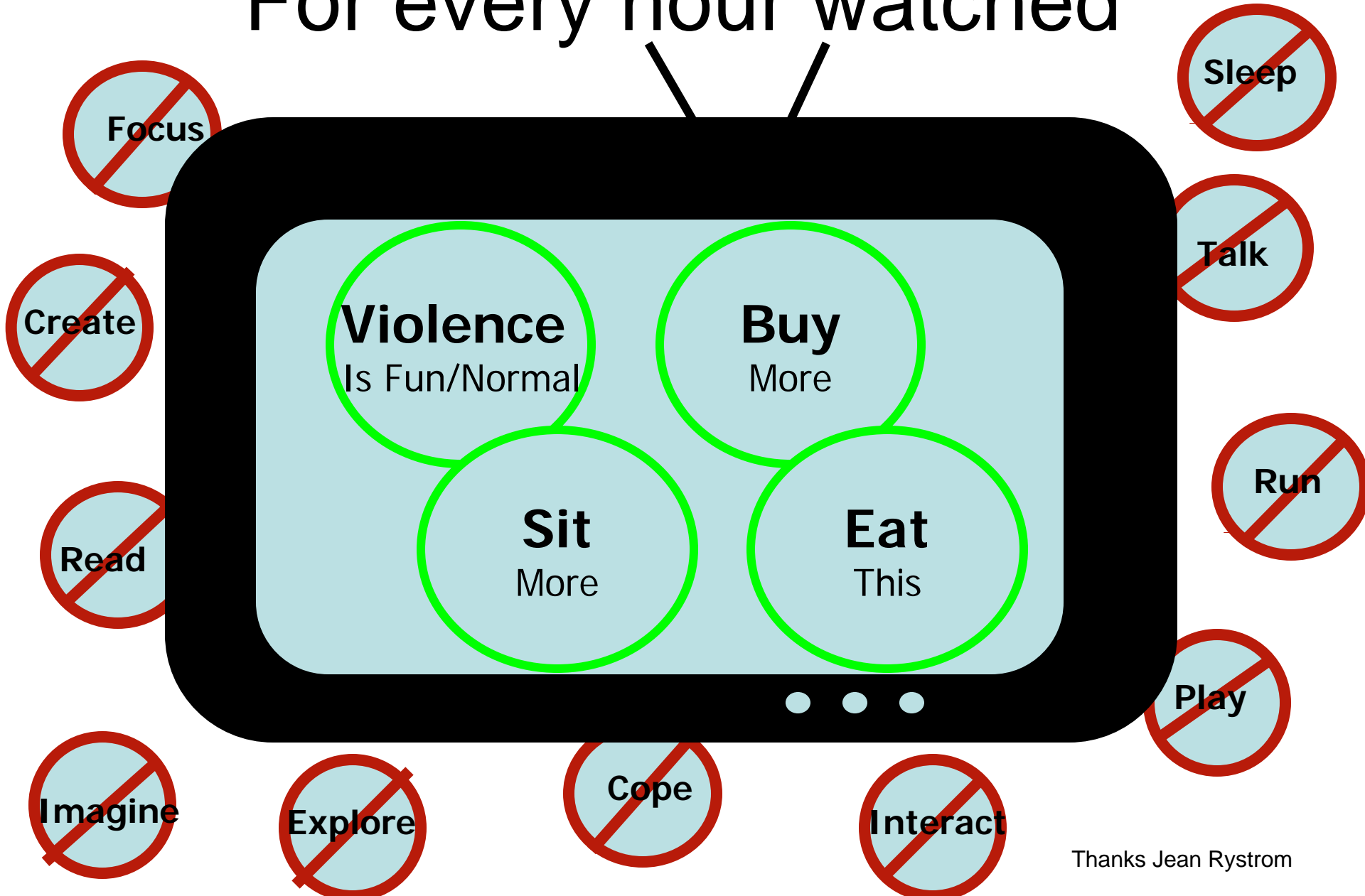




# CHP HAND



# For every hour watched



Thanks Jean Rystrom

# Screen Time Facts:

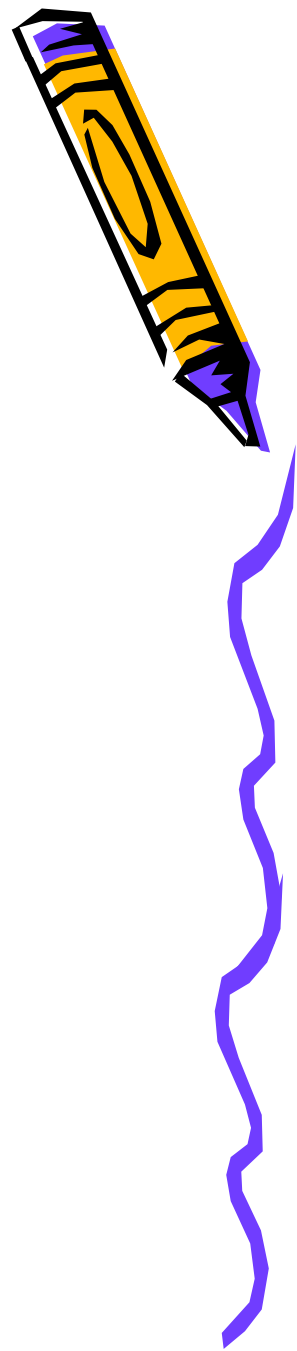
Why is this such a BIG deal

Sponsored by

YOUR

Statewide

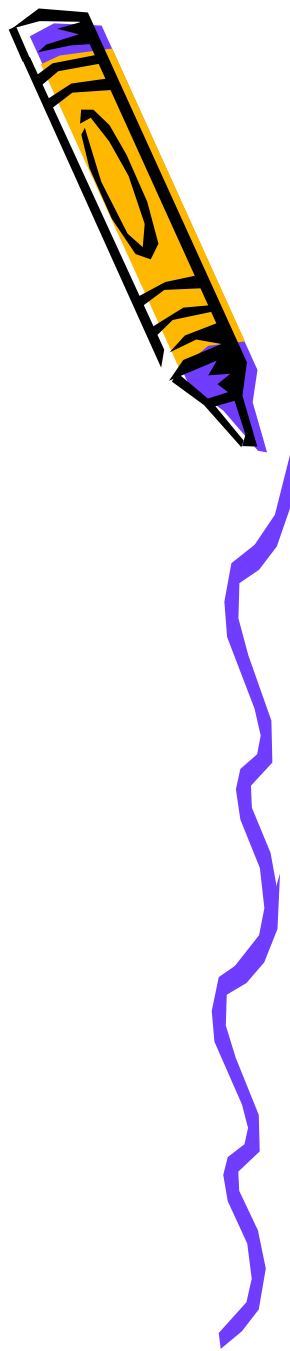
HKWLTV Coalition



How many people are  
in the average American household?  
How many televisions do they have?

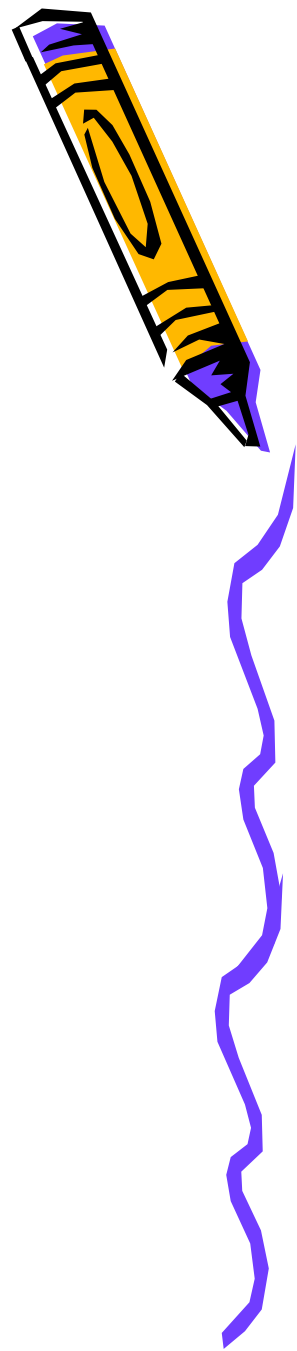
➤ 2.55

➤ 2.73



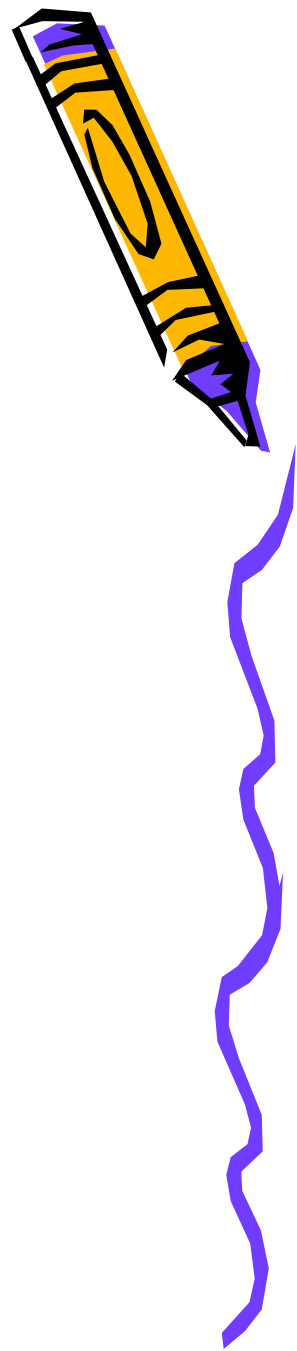
How much television does  
the average American  
watch each day?

4 hours and 35 minutes

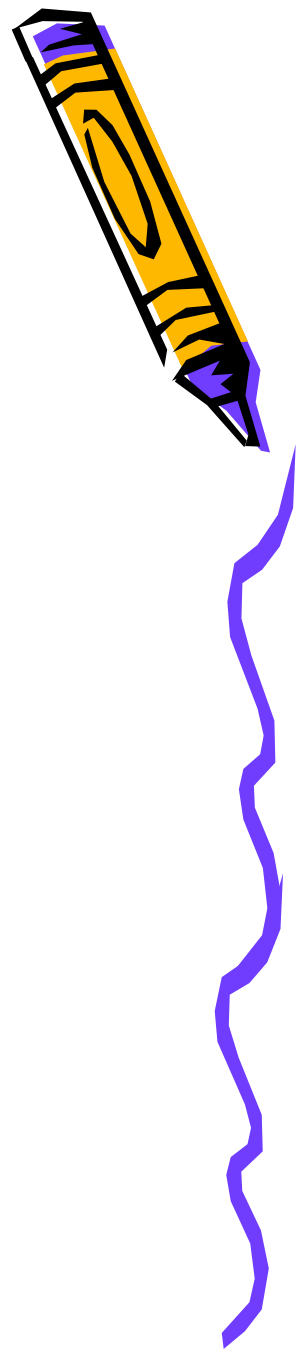


By 3 months of age what %  
Of infants regularly "watch"  
TV, DVDs or videos?

40%



By 12 months of age, what  
is the average amount of  
daily screen time?

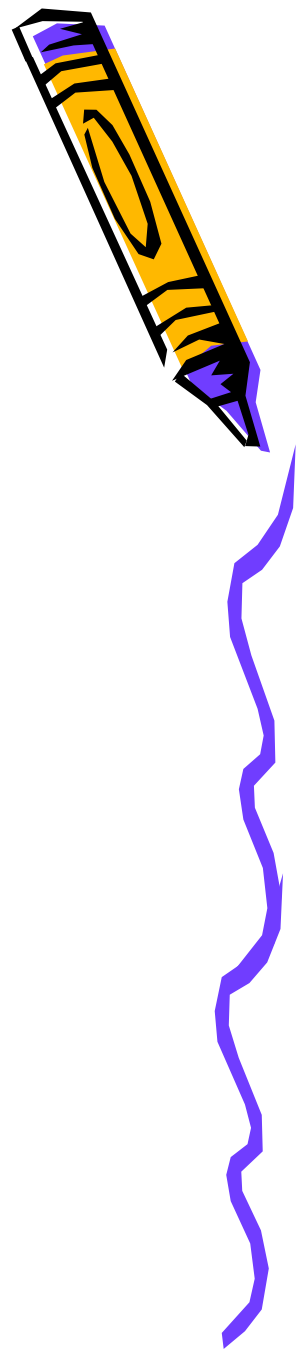


1 hour per day



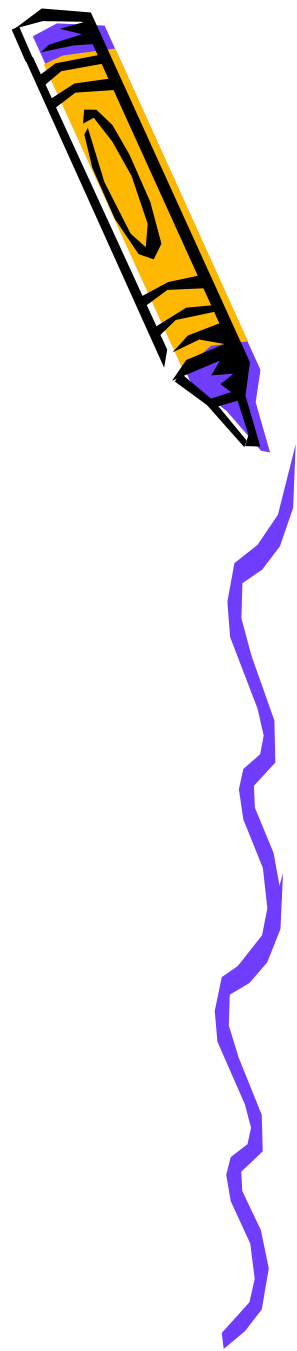
Children 6 and younger:  
Average ~how many hours of  
screen time daily?

2 hours per day

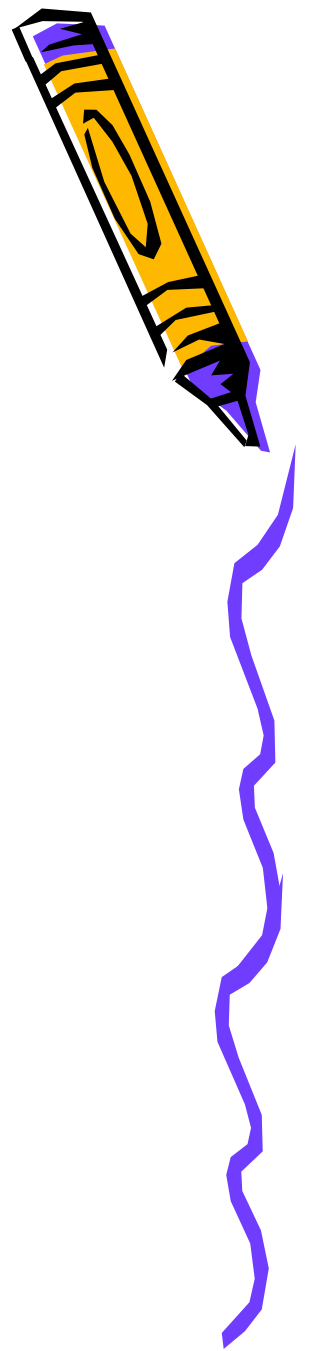


What percent of children < 2 years  
of age are daily television  
watchers?

43%



What Percent of children less than 2 years of age have a television in their bedroom?



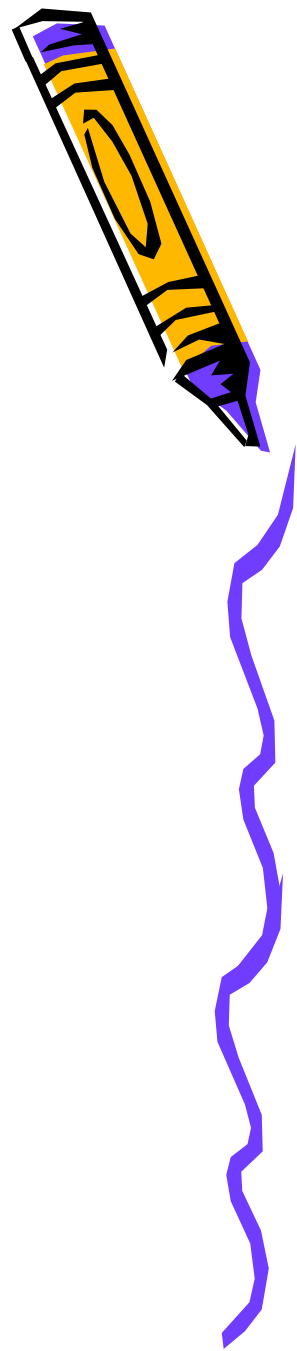
20-25%



# What are the AAP Recommendations for amount of screen time for children at different ages?

No television for children less than 2 years

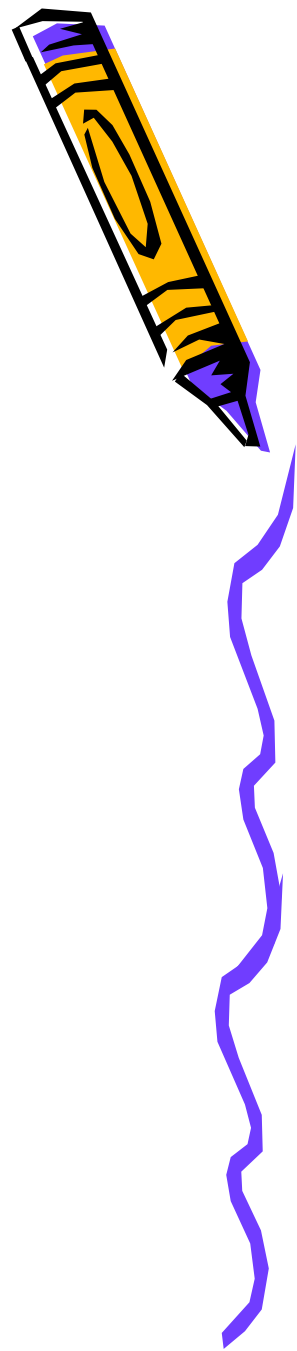
No **MORE** than 1- 2 hours per day for children  
2 yrs and older



What week happens in  
late April of each year?

TV Turn Off

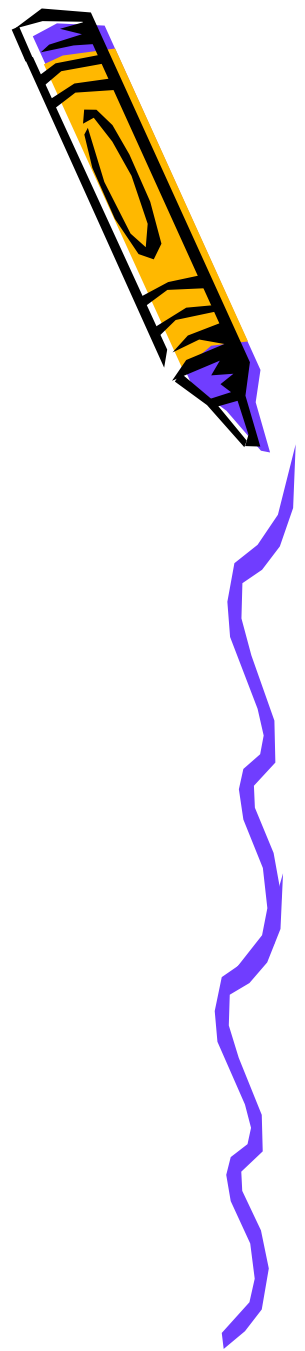
(April 20 -26, 2009)



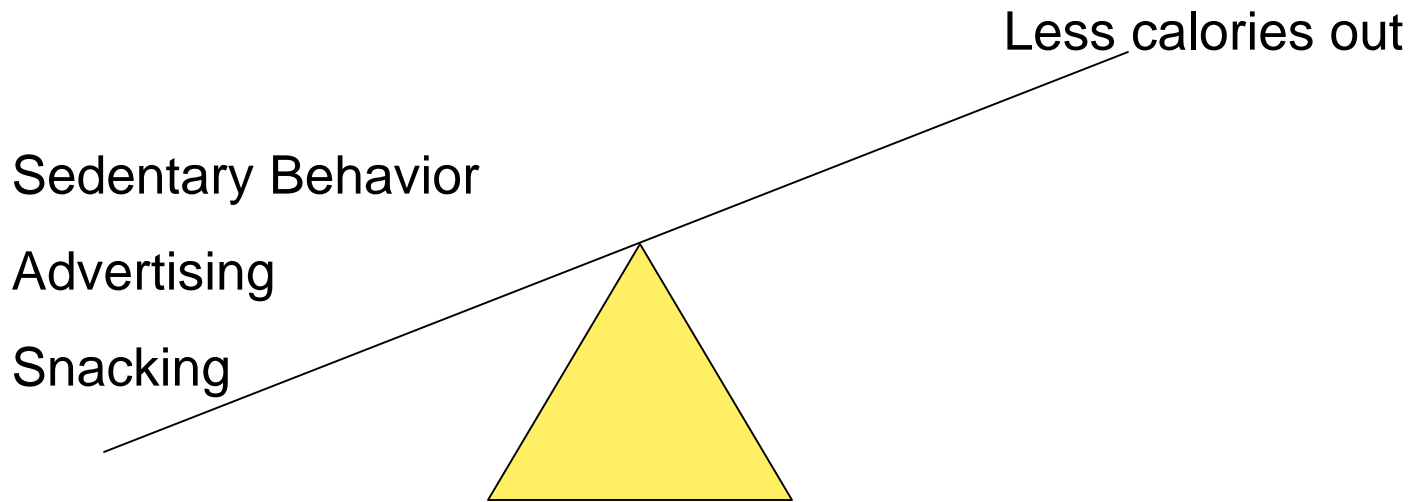
school,  
sleep,  
screen time:

Order these activities  
from most time spent to least time  
spent.

1. sleep
2. screen time
3. school



# Television and Obesity



# It starts early

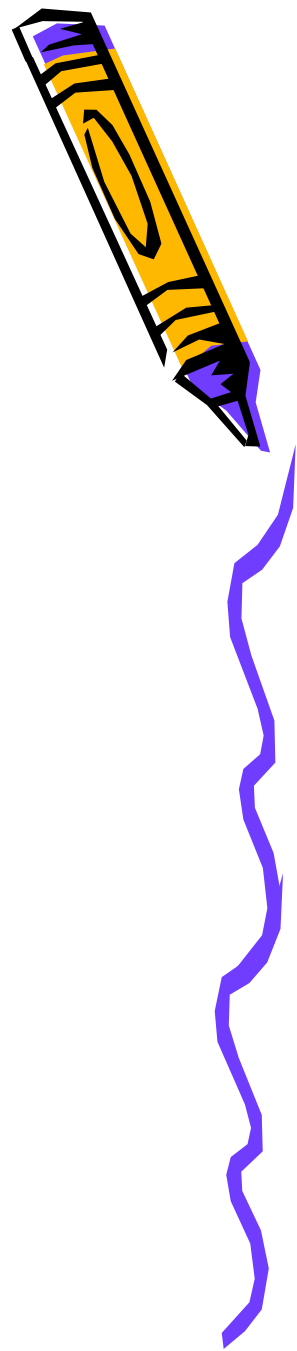


36 month old children  
+ 2 or more hours per day  
= Significantly more likely to  
be overweight



The average American child  
sees ~ how many food  
ads/year?

10,000 food ads/yr.



Preschoolers: Ages 1 to 4  
The risk of being overweight increases  
by 6% for every \_\_\_\_\_?

Hour of television watched per day

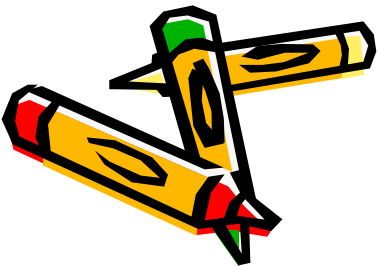


Preschoolers: Ages 1 to 4  
Risk of being overweight increases to  
31% if they have a \_\_\_\_ in their \_\_\_\_?



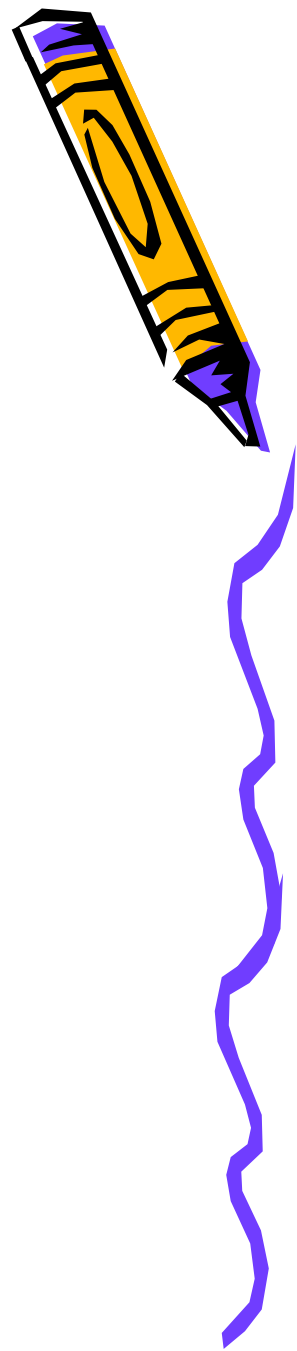
Risk of being overweight increases to 31% if  
they have a television in their bedroom?

20% of children < 3 yrs have a television in their bedroom  
43% of children between 3 and 4 yrs have a television in their  
bedrooms.

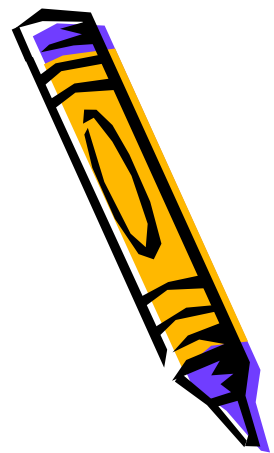


What percent of day care centers show some television on a daily basis?

75%



# Is your child watching too much TV at day care?



A national survey found that:

89 percent of children in home-based child care settings regularly watch television at day care, an average of 1.5 hours a day.

35 percent of children in center care watch an average of 1 hr per day.

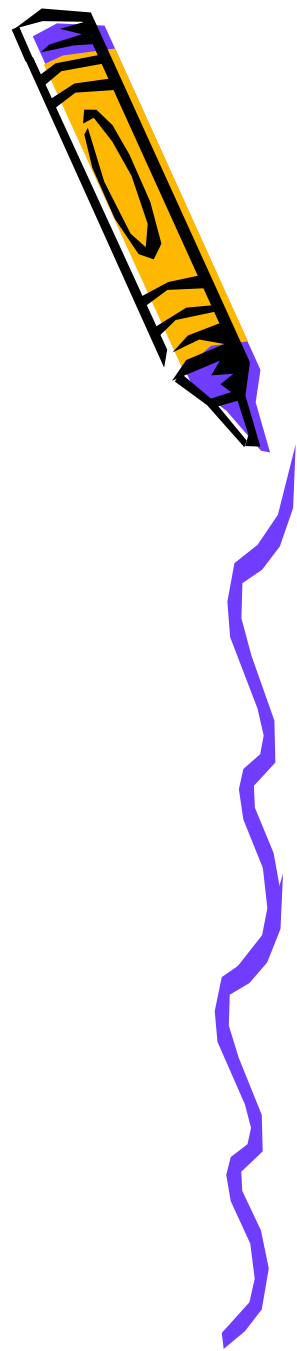


2006 study  
by  
Christakis, Garrison and Zimmerman, October (2006) *Communication Reports*

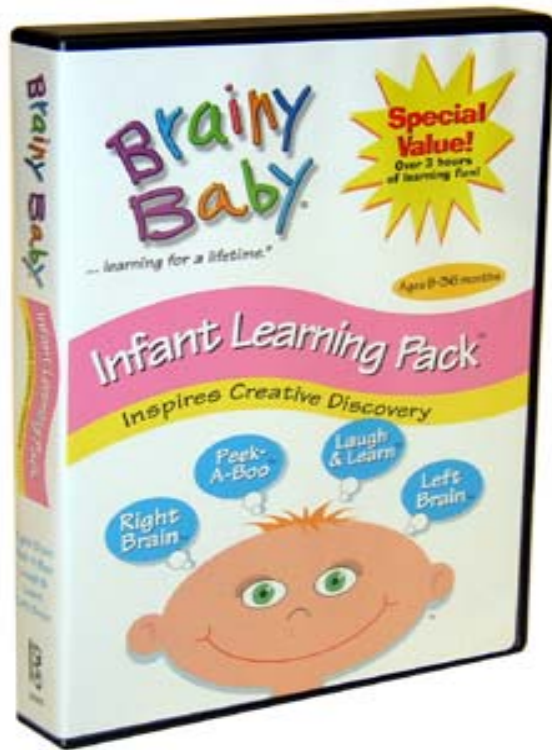


What areas of child growth and development (besides obesity) are known to be negatively affected by screen time?

- Language acquisition
  - Reading skills
  - Sleep
- School achievement
  - Attention
- Violent/aggressive behavior
- Early sexual involvement
- Drug and Alcohol abuse
  - Risky behavior



# "Educational" Claims



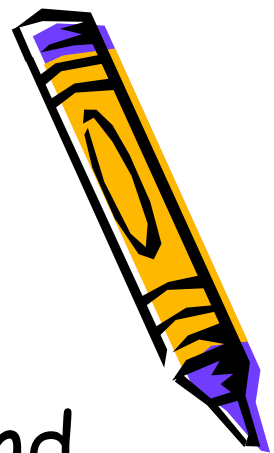
- No proof of benefit for baby products
- Slows development in vocabulary, reading and math
- Right age is critical: even Sesame Street hurts performance when watched too young
- No studies compare to beneficial activities

Christakis and Zimmerman,  
The Elephant in the Living Room



# HKWLTV Coalition

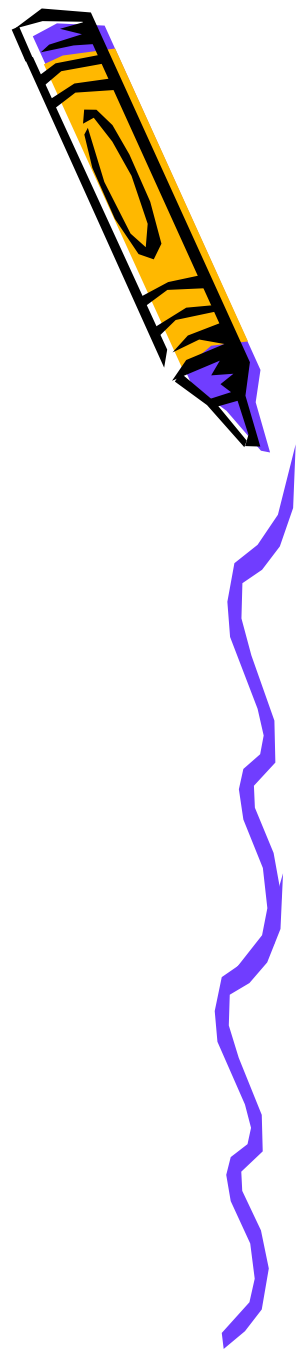
- Started with Kaiser Permanente and some community partners in ~ 2006
- Now supported by COMMUNITY HEALTH PARTNERSHIP



HKWLTV

TVTO Week

Year Long efforts



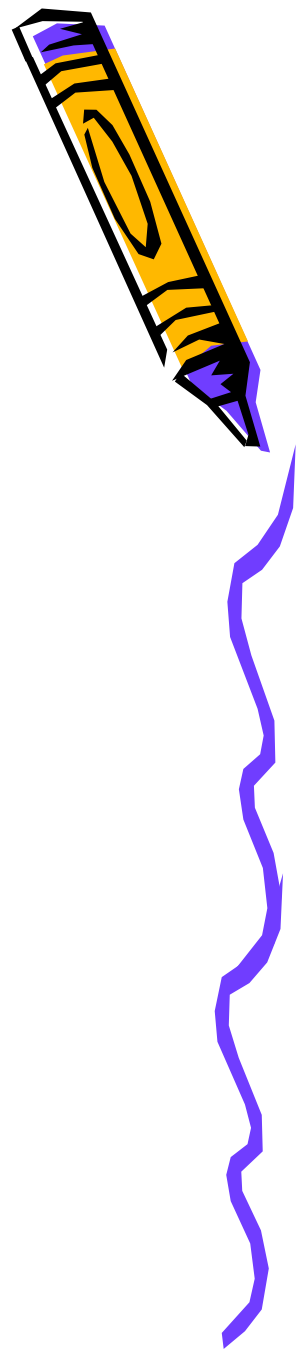
# HKWLT TV Mission

To improve the well-being of  
children and their families  
through reducing screen time.



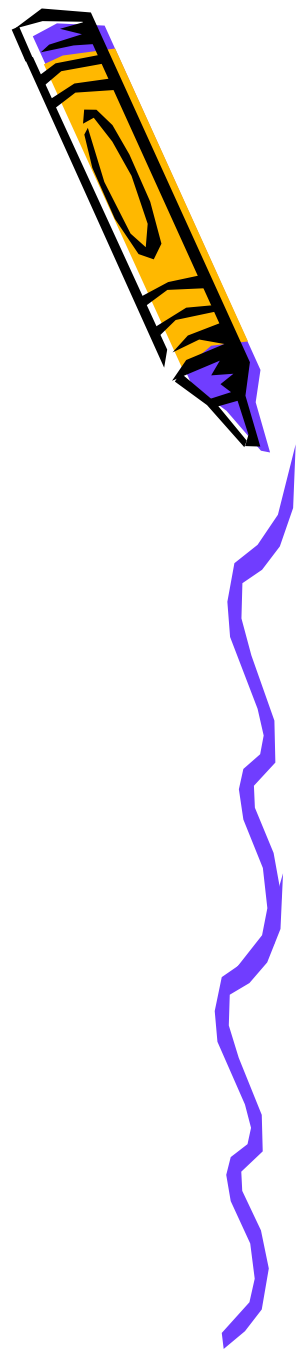
HKWLT V

Reduction of screen time



# HKWLT Partners:

Kaiser  
State Health Division  
State Child Care Division (Dept of Employment)  
County Health Dept.  
Childhood media literacy advocates  
Libraries  
PTA  
Child Care R&R  
OAEYC  
Folks like YOU!



# AAP Recommendations

- NO screen time for children < 2 years of age
- 1-2 hours daily of quality programming for children 2 and older.



# Healthy Active Oregon Physical Activity and Nutrition Plan



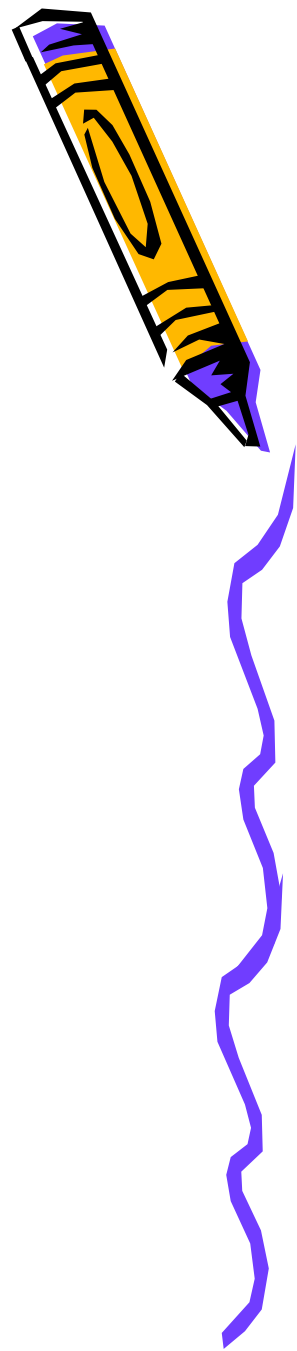
Screen time is addressed:

By 2010: All child care will have policies limiting screen time in accordance w/ the AAP recommendations.

"The Child Care Division ...shall work with the Child Care R&R Networks to develop policies for preschools and child care settings eliminating all screen time."



# Healthy Active Oregon Physical Activity and Nutrition Plan

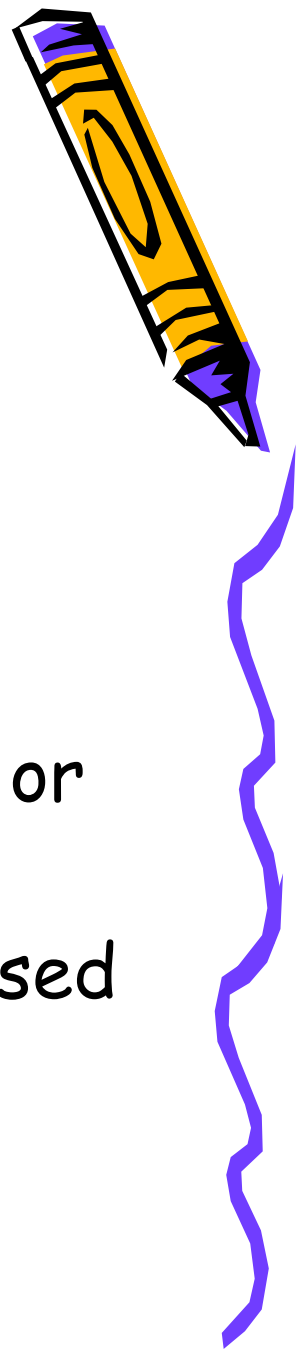


By 2012, reduce by 2% the # of children ages 2-18 who have > 2 hours of daily screen time, and work to ensure that children < 2 yrs have no screen time.



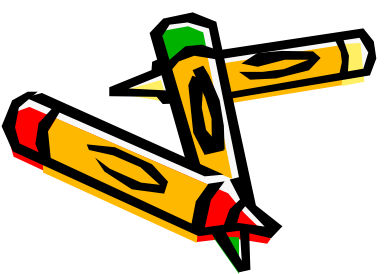
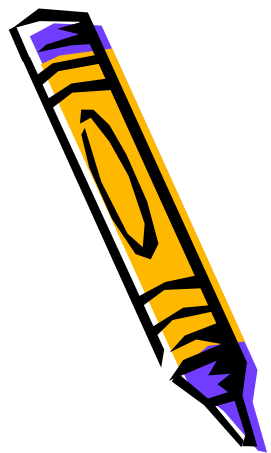
# HAO Plan

- Parents to set home policies:
  - No TVs in bedrooms
  - Meals without television
  - Not use screen time as a punishment or reward
  - Model limited screen time and increased physical activity



# HAO Plan

- Health Care providers—
  - Educate about risks of screen time
- Schools, home, communities—
  - Participate in TVTO Week



# HKWLTV

## Focus and Work Plan



- To support and be a resource for communities statewide.
- Focus is consistent with the public health community—
  - ❖ prevention starts young

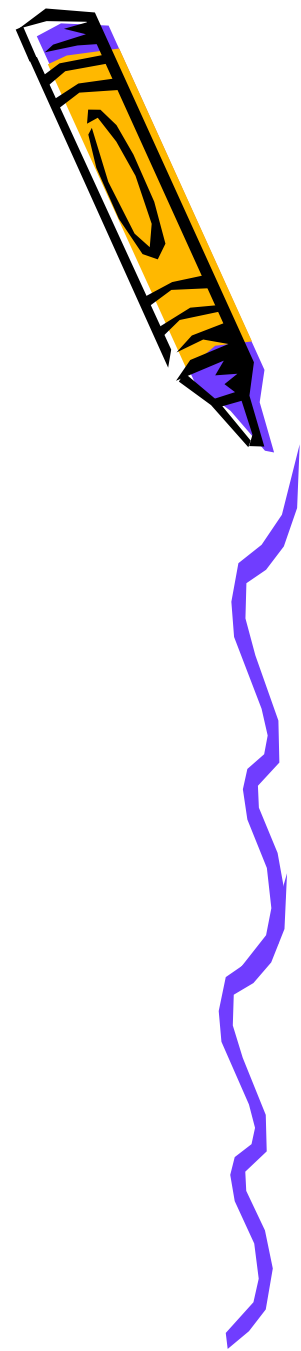


# HKWLTV

## Focus and Work Plan

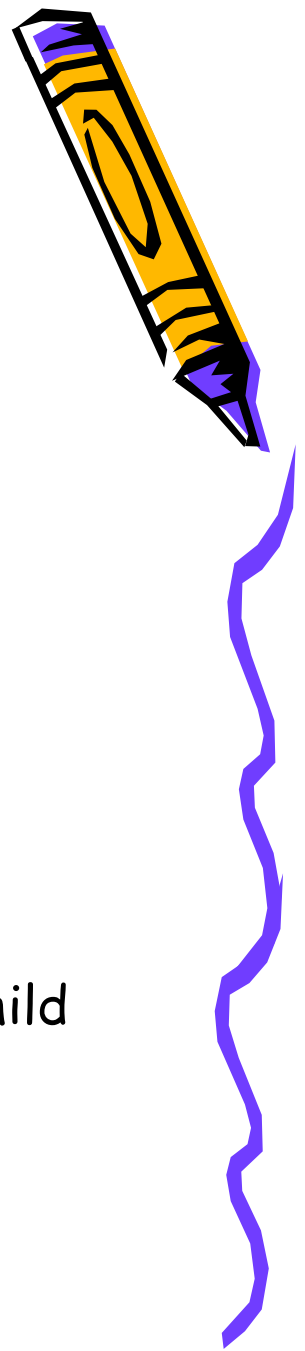
Focus area:

Infants and young children  
(ages 5 and younger)  
in child care settings.



# HKWLTV

## Focus and Work Plan



Work is at a number of levels:

- Evaluation and Research
  - Analyze statewide data about screen time
  - Evaluate any intervention
- Education/Awareness
  - Assess knowledge, needs and interest of child care providers in screen time materials
  - Develop intervention



# HKWLTV

## Focus and Work Plan



### ➤ Policy

- Public policies about screen time in child care settings (now only homes have policy; no policy in centers)
- Home policies

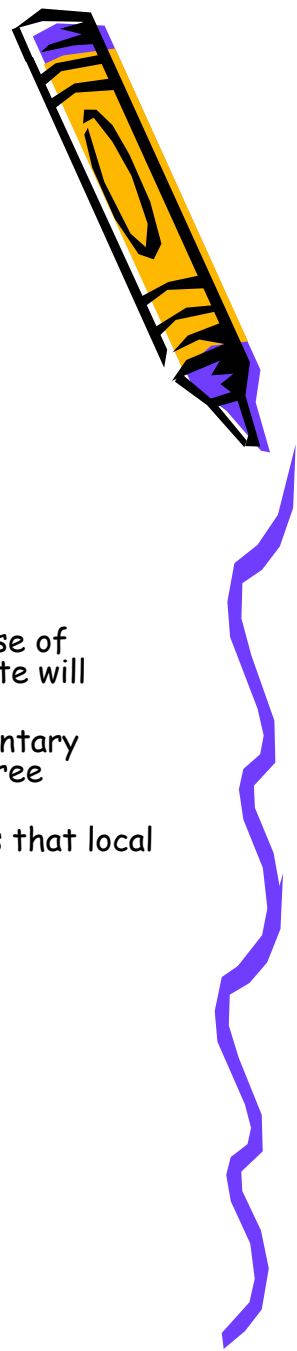
### ➤ Sustainability

- Building our partnerships and networks
- Financial stability



# HKWLTV Coalition

## What can we do for you?



- Resources—e.g., Washington
  - **Television Reduction Initiative: Washington Active Bodies Active Minds**
  - Interim Progress Report
  - October, 2006
  - **ABOUT THE PROJECT/PURPOSE:** To promote policies that reduce the use of television in child care and homes so that young children in Washington State will watch less than two hours of television each day.
  - **STATE PLAN RECOMMENDATION:** Provide opportunities to replace sedentary activities, such as watching television, with physical activities. There are three components of Washington Active Bodies Active Minds (WAABAM):
  - Healthy Child Care Washington consultant resources, training and materials that local consultants can use in turn to train child care providers.
  - ClickIt: resources for Early Childhood Assistance and Education Programs
  - WAABAM brochure and training initiative

<http://depts.washington.edu/tvhealth/>  
Active Bodies: Active Minds



# HKWLT V

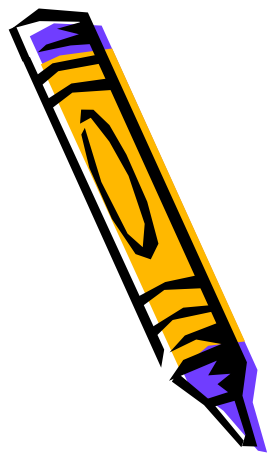
TV Turn Off

How did it go?

More on Screen Time reduction (year-round):

Tell us about your experience

Tell us about your suggestions/needs



# HKWLT TV

## Contact Us/Sign Up

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