

Screen time reduction

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Four Stages of Man

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infant

toddler

youth

maturity

“Immunization”

What if we could
give an
immunization that
could provide some
protection
against.....

- Excess Weight
- Poor academic results
- Violent/aggressive behavior
- Sleep pattern disturbances
- ADHD?
- Early sexualization
- Tobacco and alcohol abuse

For every hour watched

~~Create~~

~~Read~~

~~Imagine~~

~~Explore~~

~~Cope~~

~~Interact~~

~~Sleep~~

~~Talk~~

~~Run~~

~~Play~~

Eat
This

Buy
More

Sit
More

Violence
Is Fun/Normal

Screen Time Risk Considerations

RISK	Calories In	Calories Out	School	Violence or Social	Sleep	ADHD
Commer- cial TV						
Movie, DVD						
Educ. TV						
Video or advrgame						
DDR						
Web surf, IM						

Dance, Dance Revolution

- Reasons to be embrace it:
 - Very aerobic
 - Naturally time-limited
 - Not violent
 - No increased calories (yet?)
 - Popular

What can medical care do?

- Educate: screen time is a medical issue
- Model the behavior (no TV in waiting area)
- Support change (tools for parents)

What do parents (age 0-4) want?

- 50% wanted/had discussion
- 35% 3-9 months olds wanted but we missed!
- Only 29% total had discussed by age 4 (15% per KFF)
- Medical authority trusted – as with tobacco
- CAHMI study in 2005 at Kaiser Permanente

TV-Turnoff Materials Intervention

- Use of posters/handouts before and during Turnoff 2006 in pediatric waiting rooms
 - 50% noticed
 - Pre/Post: Harmful? 45% vs. 53%
 - Pre/Post: Talk with clinician? 27% vs. 43%
 - Pre/Post: Contemplating change? 39% vs. 58%
- Kaiser multi-site survey - unpublished