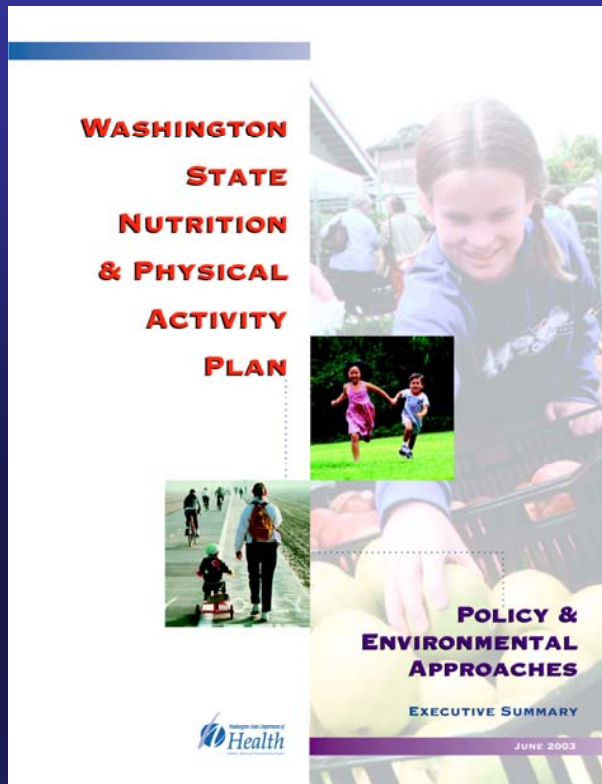


Evaluating Screen Time Reduction Initiatives: The Washington State Story

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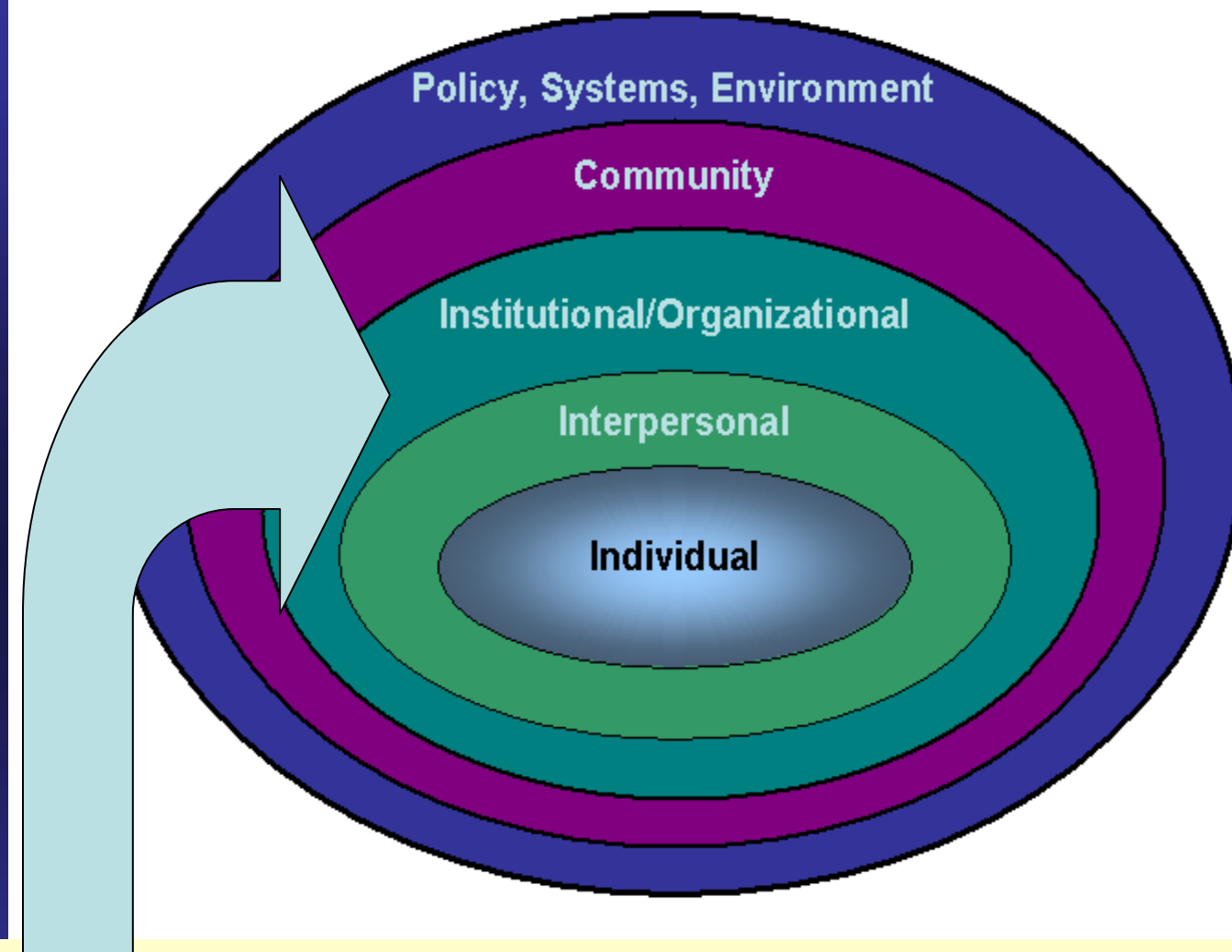


Purpose:

Provide a framework in which policy makers at the state, local and institutional levels can work together to support and build environments that make it easier for Washington residents to choose healthy foods and be physically active.

C. Provide opportunities to replace sedentary behaviors, such as watching television, with physical activity.

- Support efforts to provide quality child care and after school programs
- Develop, implement, and evaluate policies and regulations that support optimal physical activity in licensed child care facilities and programs for youth.
- Provide training and technical assistance to child care providers and volunteers who work with children and youth about developmentally appropriate physical activities.



TV reduction through changes at the institutional & organizational level

Early Childhood TV Reduction Stakeholders

- Child Development specialists/Early childhood educators
- Head Start health & nutrition coordinators
- Health care providers
- WIC
- Child care health programs
- Health educators
- Health promotion NGOs
- State administrators of CACFP
- Child advocacy groups

Portfolio of TV Interventions

<u>Project</u>	<u>Organization</u>	<u>Target</u>
1. Healthy Habits	WIC	Staff & families
2. Consulting to reduce screen time	Healthy Child Care Washington	Child Care Health Consultants
3. Screen Time Policies	Healthy Child Care WA	Child Care Providers
4. ClickKit	Head Start-like program	Teachers & families

1. WIC Healthy Habits TV Messages

- Turn off the TV during meals
 - Mealtime is a good time to get in touch with your family
 - Children learn through conversation at meals
- Children who watch less TV are more likely to:
 - Be creative
 - Do well in school
 - Have better behavior
 - Have healthy weights
 - Read
 - Eat healthier foods
 - Be more active

WIC Healthy Habits Evaluation

- Methods: Pre (10,445) & Post (9,188) surveys of WIC clients and staff.
- On an average day, how many hours do your children watch TV?

They do not
watch TV on an
average day

2 hours per
day

3 hours per
day

5 or more
hours per day

Less than 1 hour
per day

3 hours per
day

4 hours per
day

- Do you usually watch TV during meals?

Always

Usually

Not usually

Never

WIC Healthy Habits Results

(Johnson et al. Am J Health Promot. 2005, 19:418-421)

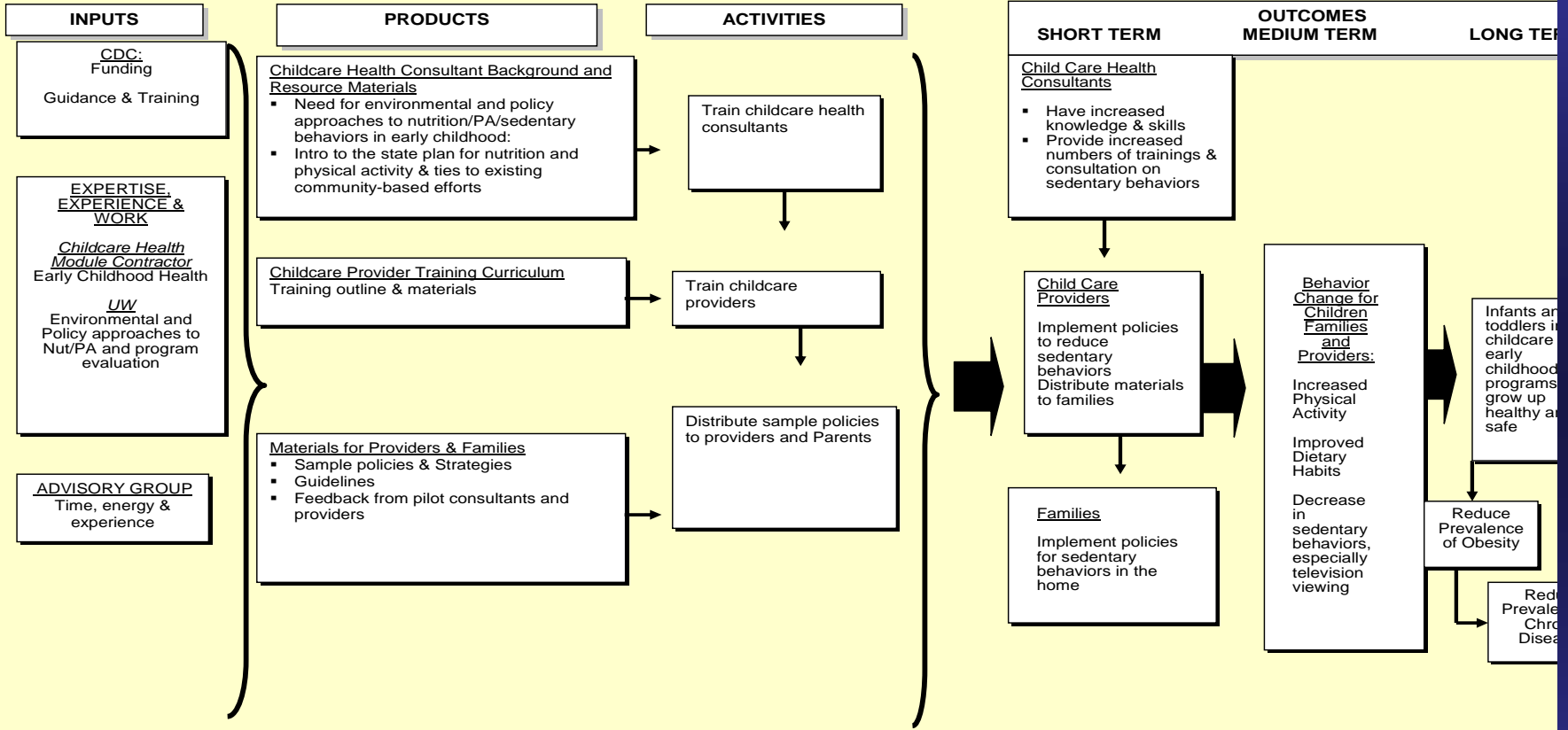
- At baseline, 64.2% of WIC clients reported watching two or less hours of television per day. After the intervention, 70.5% limited television viewing to this recommended level. ($p < .001$)
- At baseline 65% of respondents reported that they don't usually or never watch television during meals, but after six months, 69% of respondents reported not watching television during meals. ($p < .001$)



Healthy Child Care Washington

- Statewide network of Child Care Health Consultants located in every local health jurisdiction
- Consultation topics include: development, oral health, safety, communicable disease, etc.
- Partnership:
 - DOH/MCH
 - DSHS division of child care and early learning
 - UW

Logic Model Framework: Reducing Screen Time through Child Care



Washington State's Contextual Influences: strong existing system of childcare health consultation, high rates of food insecurity, high rapidly rising obesity rates, strong existing community-based PA and nutrition efforts

Consulting to Reduce Screen Time: Evaluation

1. Short term phone interviews with Child Care Health Consultants following training:
 - Receptive and interested in materials
 - Increased knowledge & confidence about topic
 - Most had consulted on TV reduction and used materials
 - Several are planning trainings for providers
2. Established system uses paper reports to monitor Child Care Health Consultant behavior and outcomes for each visit:
 - topics covered
 - goals established with child care provider
 - progress toward previously established goals

Screen Time Policies for Child Care: Evaluation Design

- Pre & post surveys
 - Intervention providers who received training at a workshop (46)
 - Control group who also attended the same meetings but not the screen time workshop (28)
- Measured changes in:
 - Television Viewing Frequency
 - Provision of television viewing guidelines to families
 - Existence of a television viewing policy

Screen Time Policy: Policy Question

Does your child care program have a policy on the children's television/DVD/video watching?

0 No (or Unknown) → GO TO SECTION III

1 Yes → ANSWER a-c

a- Is this policy: (check best answer)

1 Fully in place

2 Partially in place

3 In planning stage

4 No plans to implement

a- Is this policy: (check ALL that apply)

1 Written in the handbook

2 Posted on the wall

3 Not written, but understood by all staff

4 None of the above

Screen Time Policy: Guideline promotion for Parents Question

In the past month, have you:

Given parents flyers on TV viewing guidelines for children

Yes No

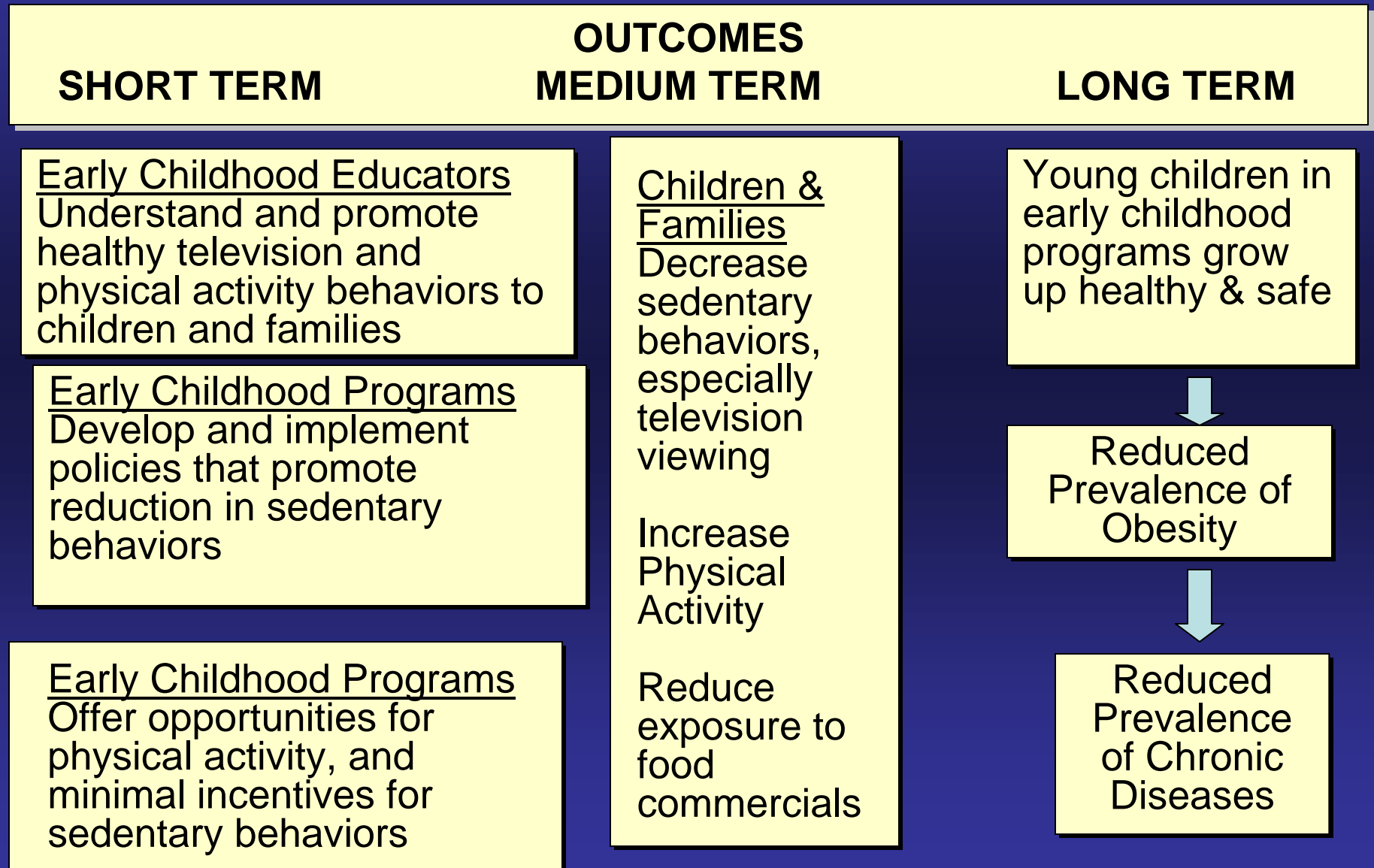
Talked to parents about TV guidelines for the home

Yes No

Screen Time Policy: Results

		<u>Pre</u> N (%)	<u>Post</u> N (%)	<u>P value</u> for difference
Distributed TV guidelines to families in past month	Intervention	4 (11%)	19 (53%)	<.001
	Control	6 (21%)	3 (11%)	
Discussed TV guidelines with families in past month	Intervention	7 (19%)	17 (47%)	.002
	Control	7 (25%)	3 (11%)	
Existence of TV policy	Intervention	16 (44%)	21 (58%)	.529
	Control	22 (79%)	23 (82%)	

ClickKit Logic Model



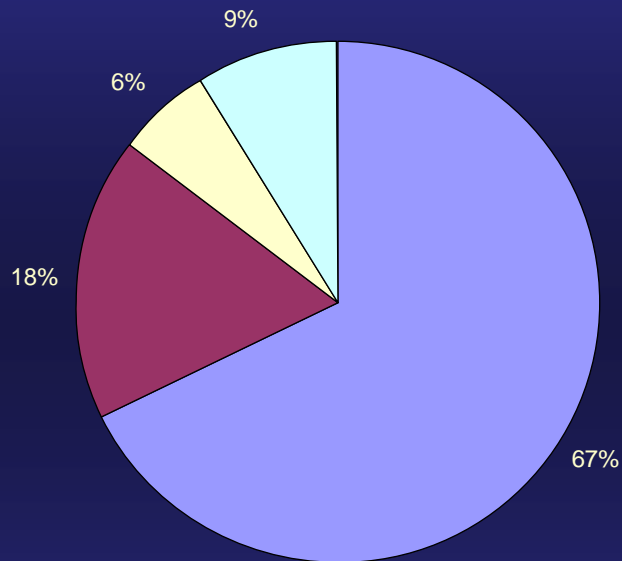
ClickIt: Evaluation Questions for staff

1. How many times a month does your ECEAP program do something with children or families that helps them think about limiting time spent watching TV?
 - We currently have no TV reduction activities in our program.
 - 1 to 2 activities a month.
 - 3 to 8 activities a month.
 - More than 8 activities a month.
2. How many times a month does your ECEAP program do something with children or families that helps them think about increasing physical activity?
 - We currently have no physical activity promotion activities in our program.
 - 1 to 2 activities a month.
 - 3 to 8 activities a month.

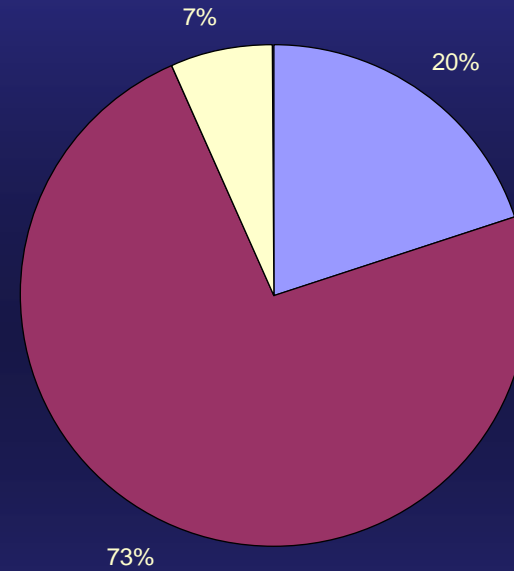
ClickKit: Additional Staff Question at Follow-up

3. Did you find the “ClickKit! To Reduce Television in Early Childhood” materials to be a helpful tool for talking to children and families you work with about reducing television viewing and increasing physical activity?
- Yes, very helpful
 - Yes, somewhat helpful
 - No, not at all helpful
 - I did not use the materials

ClickKit: TV Reduction Activities



At baseline



At follow-up

- None
- 1-2 /month
- 3-8 /month
- No answer

ClickKit: Evaluation Questions for Families

- Families from intervention and control programs were asked questions at baseline and follow up
- In the past month, on a typical day how much time did your child spend sitting and watching television or videos?

Less than 1 hour

1 hour

2 hours

3 hours

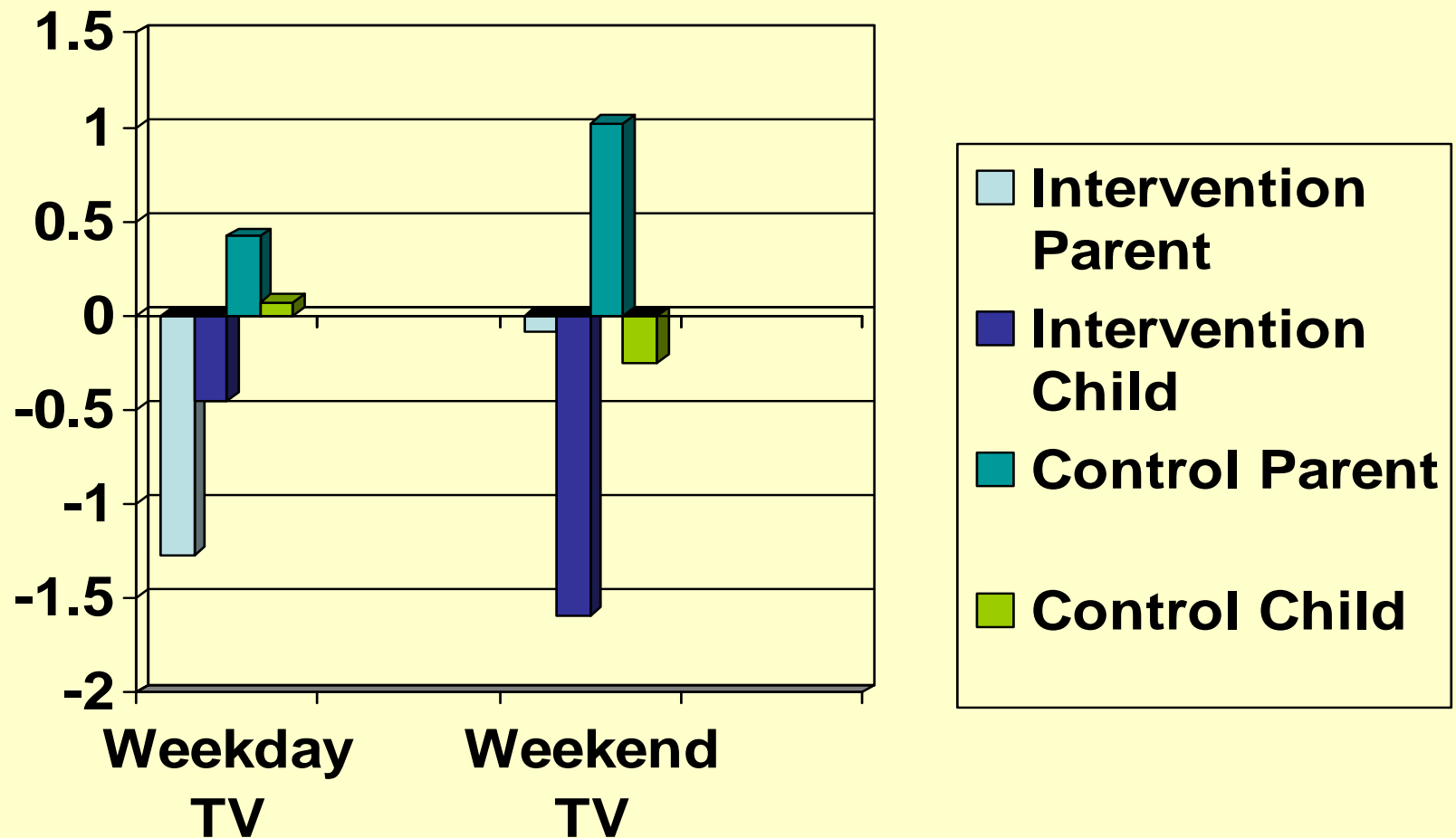
4 hours

5 hours or more

My child does not watch TV

Don't know

ClicKit: Change in Hours of TV Viewing Between Baseline and Follow-up



What did we learn from evaluation?

- TV reduction is feasible in early childhood settings.
- Early efforts show promising outcomes.
- It takes a team:
 - Partnerships with existing programs and evaluations
 - Graduate students
 - Multiple funding sources