

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):

1. Healthy Child Care Washington consultant resources, training and materials that local consultants can use in turn to train child care providers.
2. ClickKit: resources for Early Childhood Assistance and Education Programs
3. WAABAM brochure and training initiative

USING THE REAIM FRAMEWORK FOR EVALUATION

INTERIM EVALUATION RESULTS

Reaching the target population

- Healthy Child Care Washington (HCCW) consultants in each of Washington's 39 local health jurisdictions received resources and training. Short term phone interviews with consultants following training found that consultants were receptive and interested in materials, had increased knowledge & confidence about topic. Most had consulted on TV reduction and used materials, and several were planning trainings for providers
- Child care providers have participated in 20 trainings across the state.
- 50 local ECAEP agencies received ClickKits. At least 35 have used them in their programming.
- The WAABAM web site went live in June 2006. Visits to WAABAM web site:
 - June: Total Visits = 598; Total Pages = 1982
 - July: Total Visits = 540; Total Pages = 1191

Efficacy or effectiveness

- Following the HCCW screen time training providers who were trained were more likely to distribute sample home policies to families ($p < .001$) and to discuss TV reduction with families ($p = .002$) compared to control providers who had not received the training.
- Families who participated in ECAEP programs that used materials and activities from the ClickKit experienced a significant decrease in hours for TV each week compared to ECAEP families from control programs that did not use the ClickKit.

**REAIM
EVALUATION,
CONTINUED**

Adoption by target settings or institutions

- Phone interviews with consultants following training found that consultants were receptive and interested in materials, had increased knowledge & confidence about topic. Most had consulted on TV reduction and used materials, and several were planning trainings for providers
- Before receiving the ClickKit 67% of ECAEP programs did no programming about TV reduction and 18% did TV reduction programming for children or families 1-2 times per month. Following receipt of the kits, only 20% of programs did no programming and 73% did TV reduction programming 1-2 times per month.

Implementation - consistency of delivery of intervention

- Statewide delivery will be assessed through surveys and interviews in the coming year.

Maintenance of intervention effects in individuals and populations over time

- Intervention effects will be assessed through surveys and interviews in the future.

**LESSONS
LEARNED**

- The television reduction messages resonate with a wide group of early childhood professionals.
- Educators support TV reduction because children learn best when they are actively engaged in their worlds and that television interferes with reading and pre-reading skills. These educators will work with families to successfully decrease TV time.
- Early childhood professionals will distribute TV reduction policies to families.
- We have the potential in Washington State to build strong collaboration for TV reduction activities.