



SCREEN TIME

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WHAT DOES SCREEN TIME MEAN?



HOW MUCH TV TIME?

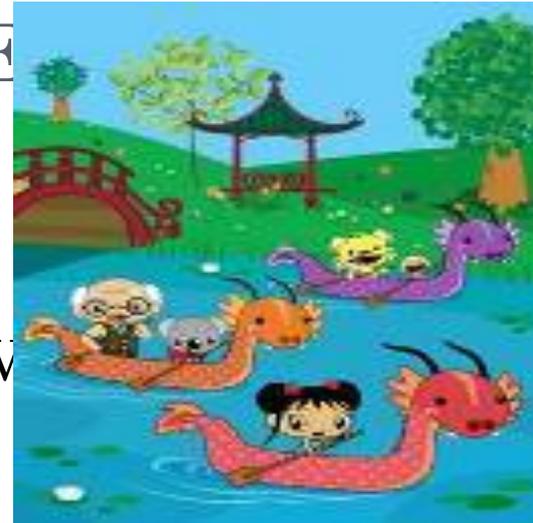
- Average American child spends more than 30 hours a week watching TV
 - Approximately 4 hours of TV a day
- TV viewing also starts earlier than other forms of media at <2 years old.
- Wide variation amongst how much time TV time
 - In one study, 1 ½ yr olds watched anywhere between 0-18 hours/day.





AGE OF TELEVISION

Access to free TV on the internet is now online through various pages (ABC, MTV, etc.) like hulu.com



- Rapid proliferation of cable channels increasing diverse nature

- Types of Programs
 - Shows have been developed for infants and toddlers
 - Confusion about content



Designed for infants
Confusion amongst parents



OTHER TV STATS

- University of Michigan states:
 - 71% of 8-18 yr olds have a TV in the bedroom
 - Children with TVs in their bedroom have an avg of 1.5 hrs more of screen time average 1.5 hr
 - 51% have a VCR/DVD player
 - 30% have cable and satellite TV
 - 20% have premium channels
- In 2/3 of households TV is usually on during meals
- 53% of households have no TV rules for 7-12th graders



BUT IT' S NOT JUST TV

- In 8-18 year olds daily averages include:
 - Music/Audio exposure 2.3 hours a day
 - Computer 1.5 hours a day
 - Video games 1.15 hours a day
 - Movies and print exposure about 1 hour a day
- This brings the total daily media exposure to 10.45 hours a day
- This is a 2 and ½ hour increase over the last 5 years...



SO WHAT DOES THIS ALL
MEAN?



THE IMPACT OF MEDIA ON HEALTH

- Children are particularly susceptible to the messaging conveyed through TV
- Positive Effects
 - Social behaviors: sharing, manners, cooperation
- Negative Effects
 - Violence and Aggression
 - Sexuality
 - Obesity
 - Substance Abuse



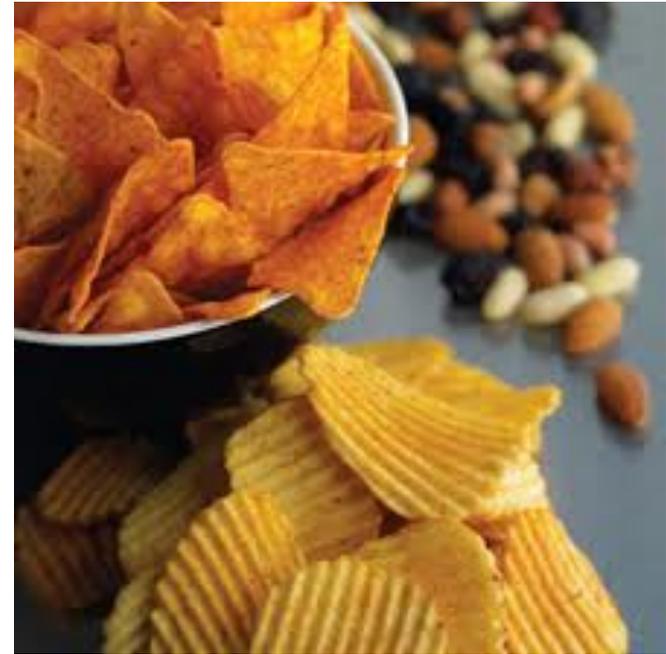
VIOLENCE AND AGGRESSION

- 10,000
 - Acts of violence viewed by children each year
- 61%
 - All of TV shows have some type of violence
- The Controversy:
 - Does violence in the media effect teenage aggressive behavior?



OBESITY

- Robinson et al (Stanford)
 - displacement of physical activity
 - increased calorie consumption while watching or caused by the effects of advertising
 - reduced resting metabolism.
- For each additional hour of television was associated with greater odds of overweight/obesity (OR 1.05 95% CI 1.02-1.08)



SUBSTANCE USE/ ABUSE

- ¼ of all MTV videos contain alcohol or tobacco use
- Robinson et al (Stanford, 1998)
 - Looked at 6 San Jose High Schools
 - Prospective 18 months
 - 36% of nondrinkers started to drink
 - Adolescent onset of drinking as positively correlated with hours of TV watched



SEXUALITY

- $\frac{3}{4}$ of American Primetime TV had sexual content
- < 15% contained any references to responsible sexuality, abstinence, the risk of pregnancy, or the risk of sexually transmitted infections
- Watching sex on TV positively predicts teen's sexual debut
- Teens who were exposed to high levels of sexual content were 2x as likely to be pregnant within 3 years



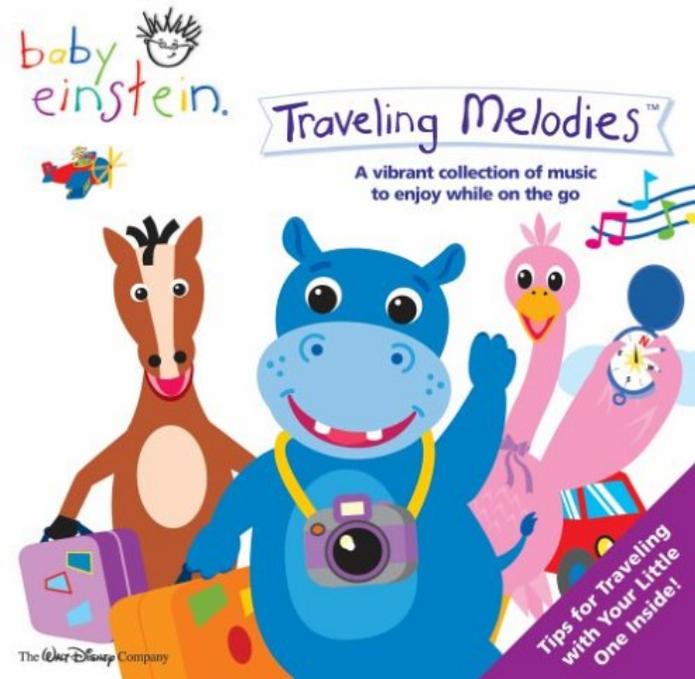
1-YEAR-OLD JOHNNY

- In your continuity clinic, you meet Johnny and his parents for his 1 year WCC.
- Johnny a happy healthy boy. Full term with no significant PMH, other than AOEx1.
- He continues to grow along the 65 percentile for height and weight and is able to walk backwards, use a cup, and has a 10 word vocabulary!



1-YEAR-OLD JOHNNY

- Johnny's parents are Stanford physicists and would like him to become one someday too. So, he watches 3 hours of  everyday for brain development!



MEDIA MATTERS



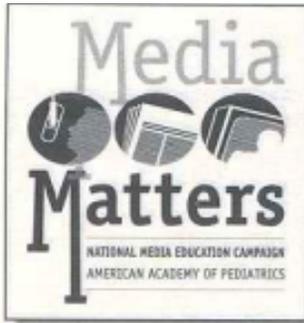
“A national public education campaign of the AAP...to help pediatricians, parents, and children become more aware of the influence that media...has on child and adolescent health.”



AMERICAN ACADEMY OF PEDIATRICS POLICY (2001)
CHILDREN, ADOLSCENT, AND TELEVISION

- Remain knowledgeable about the effects of media and health, and educate parents
- Serve as role models, implement reading programs using volunteer readers
- Ensure appropriate entertainment options for hospitalized children
- Use AAP *Media History* form with parents





Media History

Please X through one answer for each question. If the question does not apply to your family (ie, you do not own a VCR, video game player, or computer), leave that section blank.

Child's Name _____ Date _____

Television

Does your child watch more than 1 to 2 hours of TV per day?

Frequently Sometimes Never

Do you watch TV with your child or know what your child is watching?

Frequently Sometimes Never

Do you discuss TV shows with your child?

Frequently Sometimes Never

Does your child have a TV in his or her room?

Yes No

Do you limit your child's watching of TV shows that often contain violence, sex, foul or explicit language, or images of tobacco or alcohol use?

Frequently Sometimes Never

Do you have rules about when TV can be watched?

Yes No

Do you allow your child to eat meals or snacks while watching TV?

Yes No

Does your child ask you to buy products he or she sees advertised on TV?

Frequently Sometimes Never

Video and Computer Games

Are you familiar with the types of games your child plays?

Yes No

Do you check a game's rating before you rent or buy it?

Yes No

Do you allow your child to own or rent games with violent content?

Frequently Sometimes Never

Do you limit the number of hours your child plays these games?

Frequently Sometimes Never

Internet and Computer On-line Services

Do you monitor Internet and on-line computer use?

Frequently Sometimes Never

Does your child have a computer in his or her room?

Yes No

Are you familiar with the types of chat rooms and Web sites your child visits?

Yes No

Do you talk to your child about the best use of the Internet?

Frequently Sometimes Never

Have you purchased blocking

to buy products he or she sees advertised on TV?

Frequently Sometimes Never

Movies and Videos

Do you allow your child to watch movies or videos that are R-rated?

Frequently Sometimes Never

Do you read movie reviews to know the content of PG-13 movies?

Frequently Sometimes Never

Does your child have nightmares or trouble sleeping after watching movies?

Frequently Sometimes Never

How often does your child watch music videos on TV?

Frequently Sometimes Never

Radio, CDs, Cassette Tapes

Are you familiar with the type of music your child listens to?

Yes No

Have you talked to your child about lyrics that you object to?

Yes No

Do you set limits on the types of music your child listens to?

Yes No

the best use of the internet?

Frequently Sometimes Never

Have you purchased blocking software that prevents your child from visiting inappropriate/pornographic Web sites?

Yes No

Books

Do you read to your child or does your child read at least once a day?

Yes No

Do you provide your child with a variety of reading materials?

Yes No

Do you talk to your child about the books that you read together or that your child is reading on his or her own?

Frequently Sometimes Never

Do you have any specific concerns about:

Your child's use of tobacco, alcohol, or illicit drugs?

Yes No

Your child's own sense of body image or sexuality?

Yes No

Displays of aggressive behavior or use of foul language?

Yes No



AMERICAN ACADEMY OF PEDIATRICS POLICY (2001)

CHILDREN, ADOLSCENT, AND TELEVISION

- Media education should be incorporated into anticipatory guidance:
 1. Limit media time to 1-2hrs/day of quality programming for older children
 2. No media time for children <2yrs of age
 3. Encourage alternative forms of entertainment
 4. No TV in the bedroom
 5. Watch media with children



PEDIATRICS (2004)

WELL-CHILD VISITS IN THE VIDEO AGE

- 365 pediatricians in the Minnesota chapter of the AAP
- Of 3 AAP recommendations, assessed:
 - Familiarity
 - Agreement
 - Implementation



PEDIATRICS (2004)

WELL-CHILD VISITS IN THE VIDEO AGE

TABLE 2. Familiarity and Agreement With the AAP Media Recommendations (*n* = 365)

	Recommendation 1	Recommendation 2	Recommendation 3
Familiarity with recommendations, %			
Very familiar	43	46	52
Somewhat familiar	36	32	32
A little familiar	13	13	8
Not at all familiar	8	9	8
Agreement with recommendations, %			
I agree with this recommendation	87	71	97
It's a good idea, but it is unrealistic	12	25	3
I disagree with this recommendation	1	4	0

Recommendation 1: limit children's total media time (with entertainment media) to no more than 1 to 2 hours of quality programming per day; recommendation 2: discourage TV viewing for children ≤ 2 years of age and encourage more interactive activities that promote proper brain development, such as talking, playing, singing, and reading together; recommendation 3: encourage alternative entertainment for children, including reading, athletics, hobbies, and creative play.



PEDIATRICS (2004)

WELL-CHILD VISITS IN THE VIDEO AGE

TABLE 3. Frequency of Making the AAP Media Recommendations to Parents/Caregivers During the Past Year and Perceived Effectiveness of Those Recommendations (*n* = 365)

	Recommendation 1	Recommendation 2	Recommendation 3
Frequency of making recommendations, %			
Almost always	23	12	41
Often	29	21	35
Sometimes	25	28	12
Rarely	12	18	5
Never	11	21	7
Perceived effectiveness of recommendations, %			
Very effective	3	4	4
Somewhat effective	36	30	55
A little effective	49	49	37
Not at all effective	12	19	4

Recommendation 1: limit children's total media time to no more than 1 to 2 hours of quality programming per day; recommendation 2: discourage TV viewing for children ≤ 2 years of age; recommendation 3: encourage alternative entertainment for children.



PEDIATRICS (2006)

REDUCING CHILDREN'S TV-VIEWING TIME

- Qualitative study of 180 parents re: child's media usage and AAP recommendations
- Most parents said the 2hr/day is reasonable, but uncertainty how to do so



PEDIATRICS (2006)

REDUCING CHILDREN'S TV-VIEWING TIME

- Practical recommendations
 - Pay Attention to How Much Time Children Spend Using All Screen Media
 - Eliminate Background Television
 - Limit Television on School Days
 - Do Not Put a Television in Household Eating Areas/
Associate TV with eating (including snacks)



1-YEAR-OLD JOHNNY

- You tell Johnny's parents that the AAP does not recommend any TV until he is 2 years old.
- No studies have demonstrated benefits associated with early infant TV viewing.



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