



# Parenting Within REACH: Achieving Emotional Wellness For the Children and the Youth

PPS-PSCAP Task Force on Mental  
Health for Children and Youth



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## ACADEMIC BACKGROUND

Fellowship, Developmental-Behavioral  
Pediatrics, UP PGH

Pediatric Residency, St. Luke's Medical Center

Doctor of Medicine, UERMMMC

## HOSPITAL AFFILIATIONS

Head, Section of Developmental & Behavioral  
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# PARENTING IN THE DIGITAL AGE



# Outline

- The evidence: Effects of Digital Media on Children and Adolescents
- Recommendations on the use of digital media







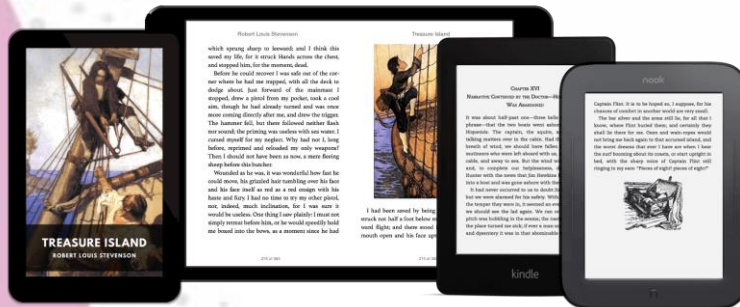
**We are in the DIGITAL AGE and  
our children are growing up in a  
different world**

# The Reality

- Digital life begins at a young age, and so must parental guidance. Children who are “growing up digital” should learn healthy concepts of digital citizenship.



# What is digital media?





# What has become of us?





# Digital Media Use Trends

Digital technology has already changed the world – and as more and more children go online around the world, it is increasingly changing childhood.

**UNICEF: The State of the World's Children 2017**  
**Children in a Digital World**



# Digital Media Use Trends

- Youth (ages 15–24) is the most connected age group (71%)
- Children and adolescents under 18 account for an estimated one in three internet users around the world.
- Children are accessing the internet at increasingly younger ages

UNICEF: The State of the World's Children 2017-  
Children in a Digital World



# Digital Media Use Trends

## EVOLUTION OF MEDIA USE BY KIDS AGE 8 AND UNDER 2011-2017



Mobile is universal. Among 0- to 8-year-olds, percent of homes with a mobile device



52%

2011



75%

2013



98%

2017

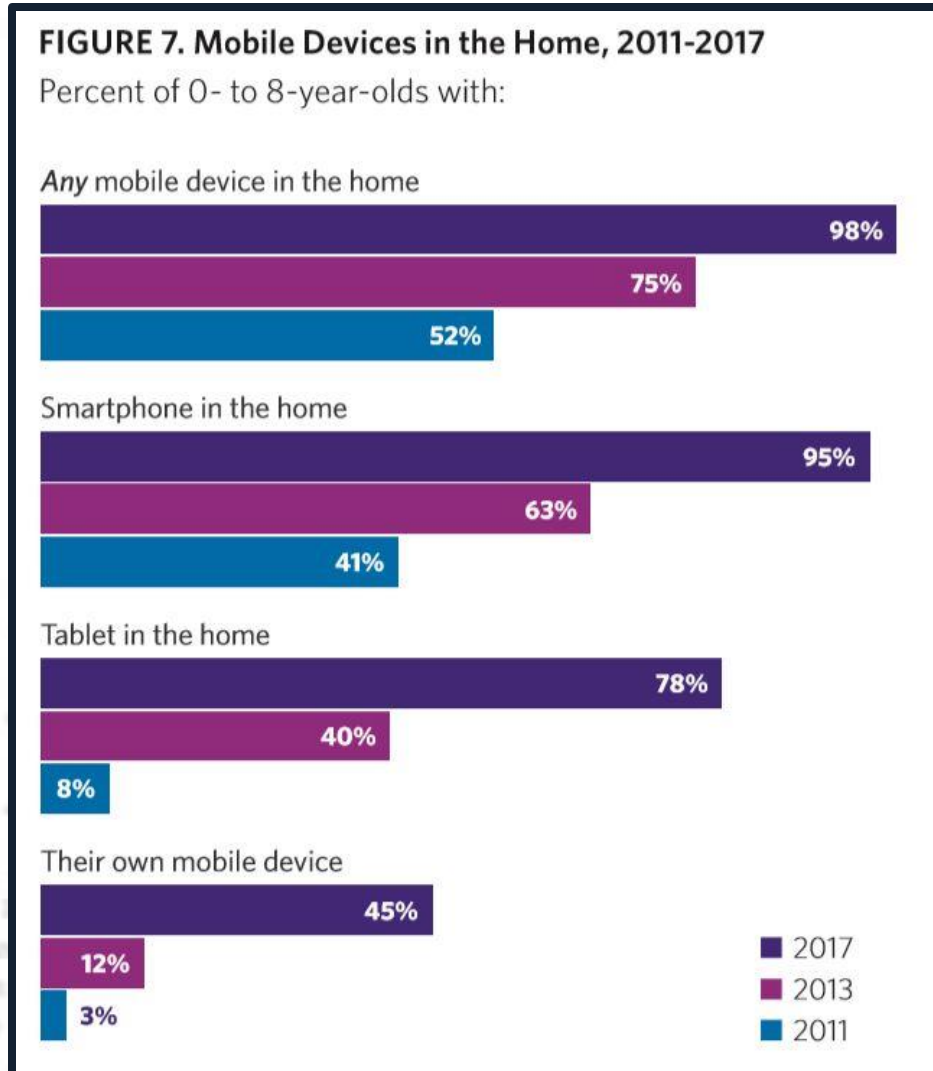


Common Sense Census: Media Use  
by Children 0 to 8 2017





# Digital Media Use Trends



Common Sense Census: Media Use  
by Children 0 to 8 2017



# Digital Media Use Trends

TABLE 16. Use of Mobile Media, by Activity, 2011-2017

Among 0- to 8-year-olds, percent who have used a smartphone, iPod Touch, or tablet device to:	2011	2013	2017
Watch videos (e.g., YouTube)	20% <sup>a</sup>	47% <sup>b</sup>	73% <sup>c</sup>
Play games	33% <sup>a</sup>	63% <sup>b</sup>	70% <sup>c</sup>
Use apps	16% <sup>a</sup>	50% <sup>b</sup>	65% <sup>c</sup>
Watch TV/movies	11% <sup>a</sup>	38% <sup>b</sup>	59% <sup>c</sup>
Read books	4% <sup>a</sup>	30% <sup>b</sup>	28% <sup>b</sup>
<b>Any mobile media use</b>	<b>38%<sup>a</sup></b>	<b>72%<sup>b</sup></b>	<b>84%<sup>c</sup></b>

Note: Question structure changed in the 2017 survey. In 2011 and 2013, respondents were asked about each activity on each device separately; in 2017 they were asked about all device types together. Only those items with different superscripts differ significantly ( $p < .05$ ). Significance should be read across rows.

# The Reality

- Media is just another environment. Children do the same things they have always done, only virtually. Like any environment, media can have positive and negative effects.







# THE EVIDENCE



# Positive Effects of Digital Media

- Benefit depends on:
  - Child's age and developmental age
  - Child's characteristics
  - How the media are used (e.g. with or without parent)
  - Media content and design

American Academy of Pediatrics (AAP). Children and Adolescents and Digital Media. Pediatrics Vol 138 No. 5 Nov 2016  
Pietra PH. Pediatrics Vol 140 No. S2. 2017



# Positive Effects of Digital Media

- For children and adolescents:
  - Communication and engagement
  - Exposure to new ideas and immerse learning experiences
- Raise awareness of current events and issues
- Provide tools to promote community participation and civic engagement

American Academy of Pediatrics (AAP). Children and Adolescents and Digital Media. Pediatrics Vol 138 No. 5 Nov 2016  
Pietra PH. Pediatrics Vol 140 No. S2. 2017





# Positive Effects of Digital Media

- Enhanced access to valuable support networks
- Foster social inclusion and peer-to-peer connection
- Assistive and interactive digital media for children with disabilities
- Social media may be used to enhance health and wellness
- Improved productivity

American Academy of Pediatrics (AAP). Children and Adolescents and Digital Media. Pediatrics Vol 138 No. 5 Nov 2016  
Pietra PH. Pediatrics Vol 140 No. S2. 2017



# Negative Effects of Digital Media

- Cognitive Effects
- Psychosocial Effects
- Physical Effects
- Effects on Culture, Society and Family

American Academy of Pediatrics (AAP). Children and Adolescents and Digital Media. Pediatrics Vol 138 No. 5 Nov 2016  
Pietra PH. Pediatrics Vol 140 No. S2. 2017



# Negative Effects of Digital Media

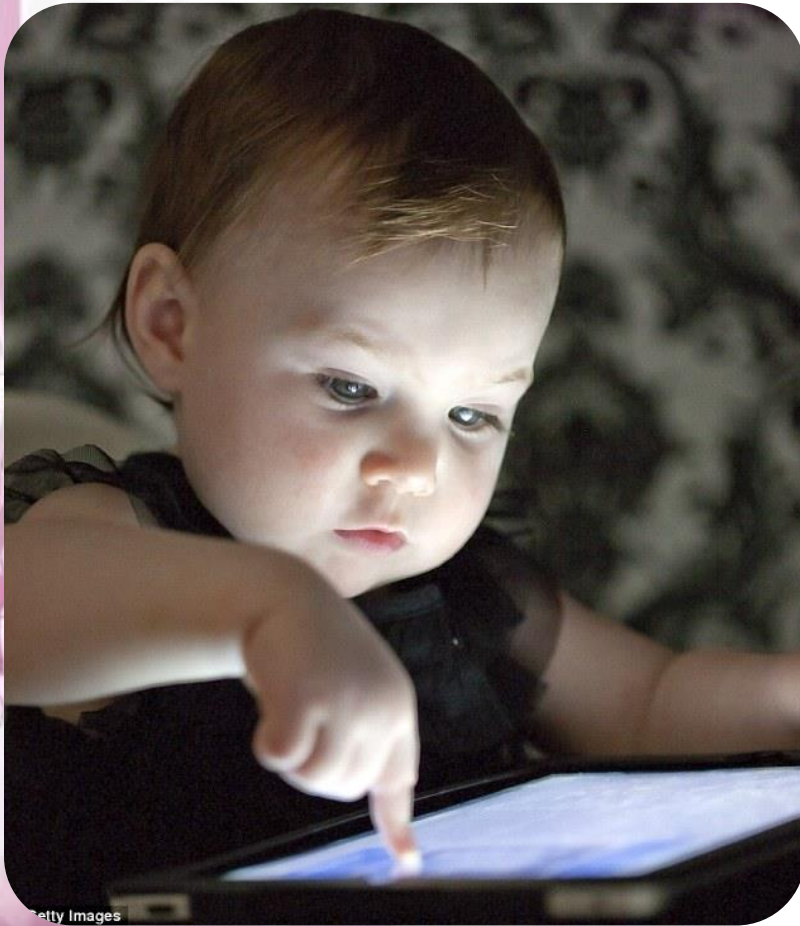
- Excessive media use in early childhood linked with cognitive, language and social-emotional delays



Cognitive Effects



# Negative Effects of Digital Media



- Poor executive functioning occurs with:
  - Earlier age of media use onset
  - Greater cumulative hours of media use
  - Content that is not high quality

Cognitive Effects





# Negative Effects of Digital Media

- Educational Apps:
  - show low educational potential, target only rote academic skills
  - Interactive experience may decrease child's comprehension or distract from social interaction

Cognitive Effects



# Negative Effects of Digital Media

- Educational Apps:
  - Less socially engaged because gaming design involves behavioral reinforcement to achieve a maximum duration of engagement



Cognitive Effects



# Negative Effects of Digital Media

- Media multitasking: decrease young children's comprehension and have an effect on attention span and information processing



Cognitive Effects

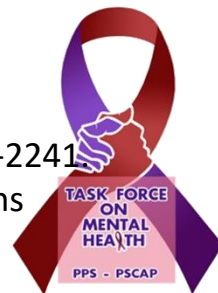


# Negative Effects of Digital Media

- Linked to:
  - Depression
  - Increased risk of aggression
  - Presence of ADHD-related behavior
  - Risk for Internet Gaming Disorder

Psychosocial  
Effects

Nikkelen SW et al. Developmental Psychology 2014, 50(9): 2228-2241  
Policy Statement – Media Education. Council on Communications  
and Media. American Academy of Pediatrics. 2010; 126:1012.





# Negative Effects of Digital Media

- Linked to obesity and cardiovascular risks
- Results to sleep disturbances
- Risk for initiation of risky health behaviors: smoking, alcohol use and sexual behaviors
- Vision problems and hearing loss



Physical  
Effects

American Academy of Pediatrics (AAP). Children and Adolescents and Digital Media. Pediatrics Vol 138 No. 5 Nov 2016  
Rosenfield M. Ophthalmic & Physiological  
Optics 31 (2011) 502–515.





# **WHAT TO DO? THE RECOMMENDATIONS**



# Parenting in the Digital Age

- Parenting has not changed. The same parenting rules apply to your children's real and virtual environments.



# Recommendations

- Make you own family media use plan



CREATE YOUR  
*Personalized*  
**FAMILY  
MEDIA USE  
PLAN**

*Balance your children's online and off-line lives!*

**GET STARTED**

[www.HealthyChildren.org/MediaUsePlan](http://www.HealthyChildren.org/MediaUsePlan)

 **healthychildren.org**  
Powered by pediatricians. Trusted by parents.  
from the American Academy of Pediatrics





# Recommendations

- Make you own family media use plan



The screenshot shows the website for healthychildren.org. The header includes the logo and tagline: "Powered by pediatricians. Trusted by parents. from the American Academy of Pediatrics". A navigation menu on the left lists "Home", "Create Your Family Media Plan", and "Media Time Calculator". The main content area features a heading "Get Started" followed by two large buttons: "Create Your Family Media Plan" (orange) and "Media Time Calculator" (green), both with right-pointing arrows. Text above the buttons explains the purpose of the tool and provides instructions on how to use it.

healthychildren.org  
Powered by pediatricians. Trusted by parents.  
from the American Academy of Pediatrics

Home

Create Your Family Media Plan

Media Time Calculator

outdoor-play, exercise, unplugged downtime & sleep.

By creating a Personalized Family Media Use Plan, you can be aware of when you are using media to achieve your purpose. This requires parents to think about what they want those purposes to be. The tool below will help you to think about media & create goals & rules that are in line with your family's values.

To make YOUR family's Media Use Plan, start by entering your family's information. This information will remain private and confidential.

To find this information in Spanish, click here.

## Get Started

Create Your Family Media Plan →

Media Time Calculator →



# Recommendations

- Treat media as you would any other environment in your child's life



# Recommendations

- Set limits and encourage playtime



# Recommendations

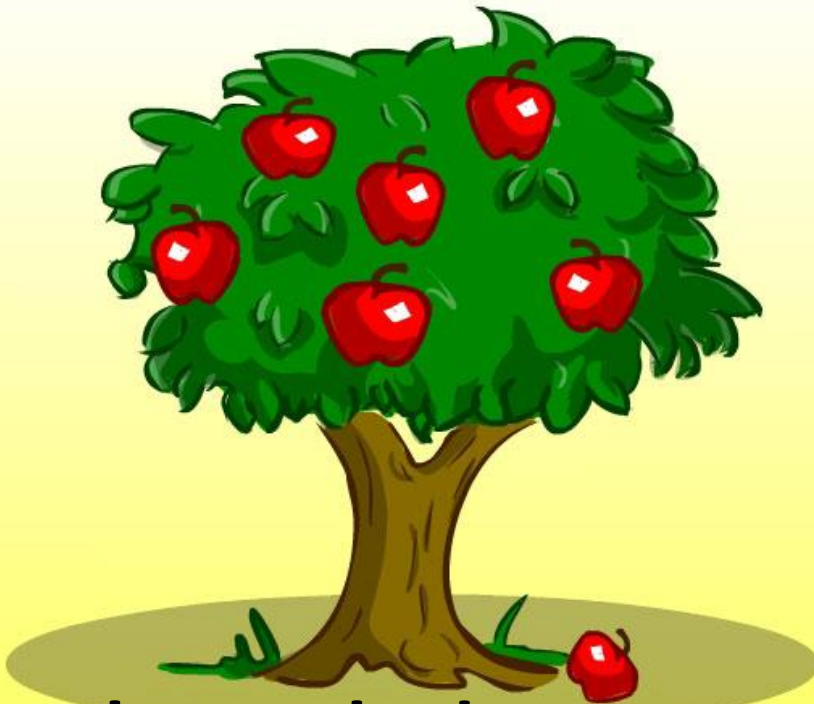
- Family who play together, learn together





# Recommendations

- Be a good role model



**The apple does not  
fall far from the tree.**

- Teach and model kindness and good manners online
- Limit your own media use



# Recommendations

- Know the value of face-to-face communication



# Recommendations

- Limit digital media for your youngest family members

<b>Younger than 18-24 months</b>	<b>Avoid digital media May do video chatting</b>
<b>18-24 months</b>	<b>May watch high quality media together with the child</b>
<b>2-5 years old</b>	<b>1 hour of high quality programming with caregiver co-viewing</b>

# Recommendations

- Create tech-free zones



- Family mealtimes
- Family and social gatherings
- Children's bedrooms





# Recommendations

- Don't use technology as an emotional pacifier



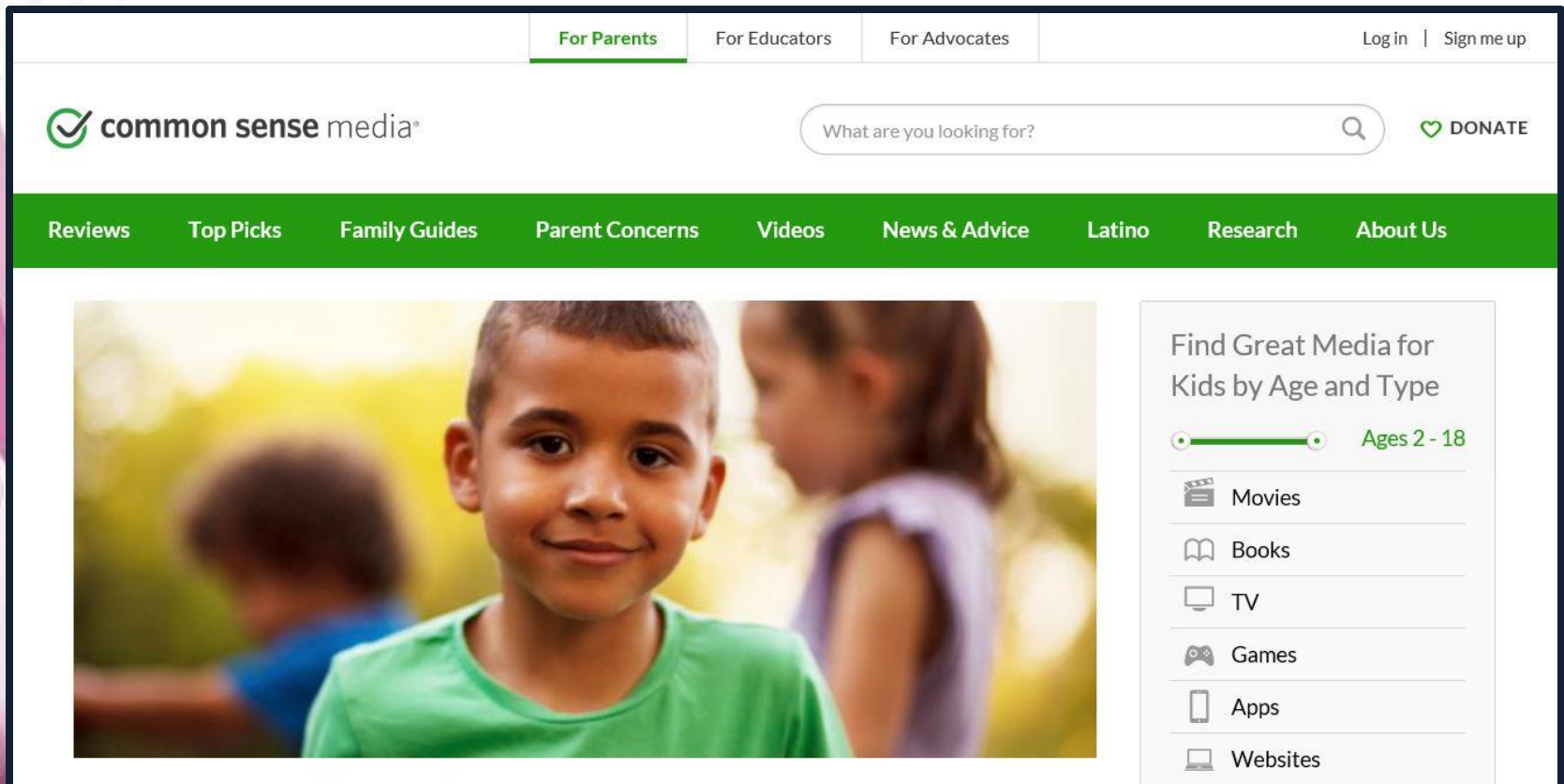
# Recommendations

- Content matters
  - The quality of content is more important than the platform or time spent with media.
  - Prioritize how your child spends his time rather than just setting a timer.



# Recommendations

- Apps for kids – do your homework



The screenshot displays the Common Sense Media website interface. At the top, there are navigation tabs for 'For Parents' (highlighted), 'For Educators', and 'For Advocates'. To the right, there are links for 'Log in' and 'Sign me up'. The main header features the 'common sense media' logo, a search bar with the placeholder text 'What are you looking for?', and a 'DONATE' button. Below the header is a green navigation bar with links for 'Reviews', 'Top Picks', 'Family Guides', 'Parent Concerns', 'Videos', 'News & Advice', 'Latino', 'Research', and 'About Us'. The main content area is divided into two sections: a large image of a young boy in a green shirt, and a sidebar titled 'Find Great Media for Kids by Age and Type'. The sidebar includes an age range slider set to 'Ages 2 - 18' and a list of media types: Movies, Books, TV, Games, Apps, and Websites.

[www.commonsensemedia.org](http://www.commonsensemedia.org)



# Recommendations

- It's okay for your teen to be online





# Recommendations

- Warn children about the importance of privacy and the dangers of predators and sexting



# Recommendations

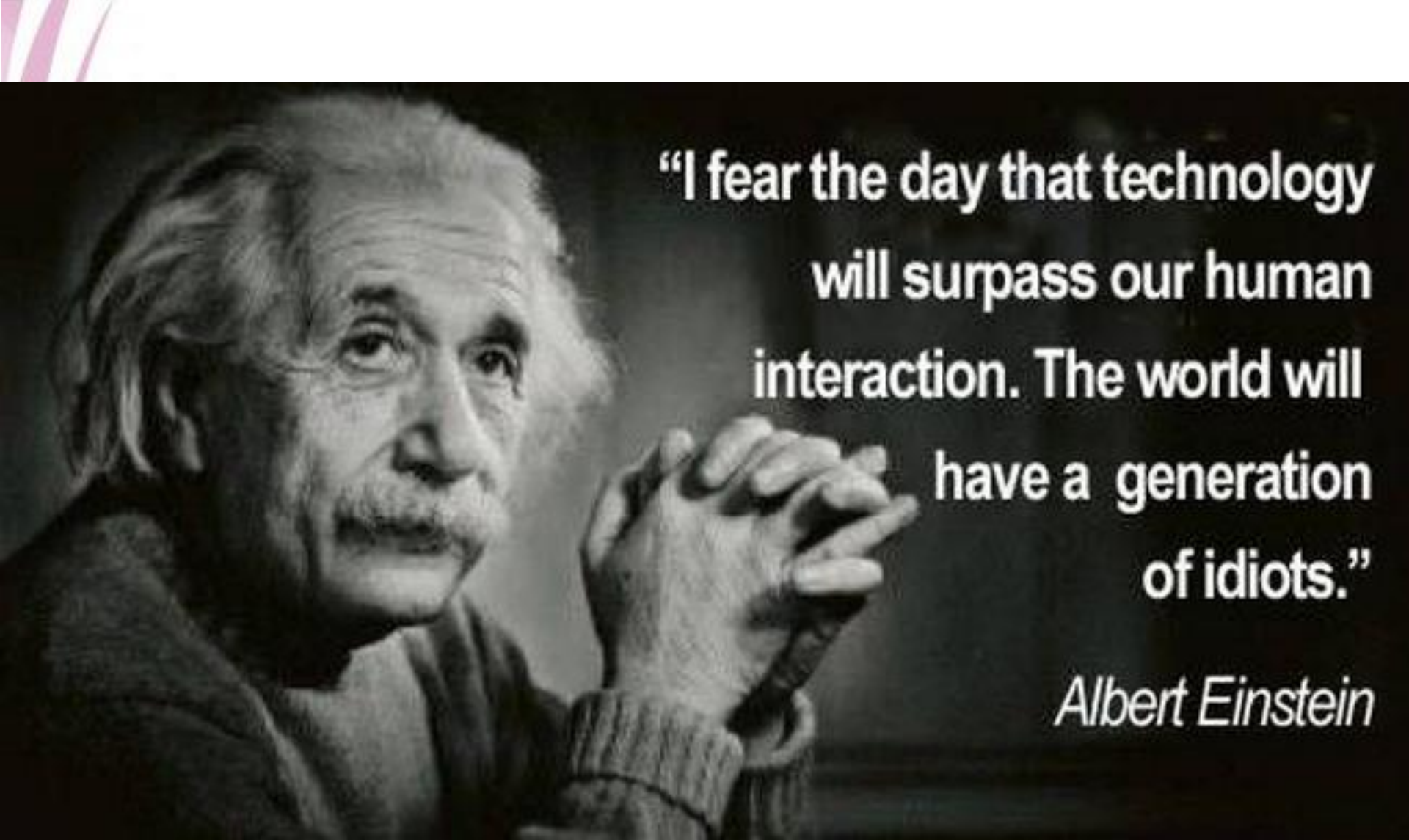
- Remember: kids will be kids



# Important Points

- Digital media is here to stay
- Maximize the positive effects and learn to control the negative effects
- Start early the parental guidance on digital media
- Formulate a Family Media Plan
- Be the role model





**“I fear the day that technology  
will surpass our human  
interaction. The world will  
have a generation  
of idiots.”**

*Albert Einstein*

**Thank you!**

