

What Parents & Carers Need to Know about TODDLERS & SCREEN TIME

The toddler years are full of excitement, exploration and energy. It's a critical time in children's development, when brain connections are rapidly forming. Youngsters often begin to discover devices around this age, as they learn to communicate with friends, play games and watch videos (Ofcom recently found, for example, that one in five 3-4-year-olds in the UK uses social media). These activities can make a child happy and relaxed but have a damaging impact if overused. Setting screen time limits for toddlers can be a challenge, so we've pulled together some suggestions for making sure your little one is interacting with the online world in a safe, healthy way.

ONLINE SAFETY CHECKLIST

✓ PARENTAL CONTROLS

Children need to be shielded from content that's not age appropriate. You can do this by adjusting parental controls and safe search settings on the devices, apps and games they use.

✓ ONGOING SUPERVISION

Try to stay engaged and present in what your child is doing digitally. Make time to talk about what they enjoy and how they can stay safe online.

✓ OFFERING HELP

Teach your toddler to ask for help – and that they should always tell a trusted adult if they're unsure about anything to do with a device, or they see or hear something that makes them scared or upset.

✓ COMMUNICATION IS KEY

Emphasise that your child should check with you before they do anything online for the first time – such as watching a new show, playing a new game or exploring a new app.

✓ FACE TO FACE IS ACE

Support toddlers' development of language and other skills by prioritising games or apps that encourage face-to-face interaction – like learning to read or count with an adult.

Advice for Parents & Carers

MODEL IT

Your toddler is watching and learning from you whenever you pick up your phone. Even babies are aware of screens and the attention their parents give to them. By showing you know when to put your phone down and focus on something else, you're modelling an important behaviour for them.

CONTROL IT

Use tech to control tech. Most devices and individual apps have settings that allow you to restrict screen time. Decide on the right length of time and use the settings or a timer to block access. This is especially useful for very young children, who simply see it as the device 'turning off'.

ANNOUNCE IT

When a toddler's screen shuts off suddenly, it can lead to frustration and tears. Let your little one mentally prepare for the end of screen time by announcing they have five minutes left, two minutes left and so on. You could also set an egg-timer, alarm or buzzer to go off just before time's up.

DELAY IT

Try to avoid letting children start their day with screen time. Once they're online, it can be hard to get them back offline – and can set a negative tone for the rest of the day. Routine and structure are important for toddlers, so encourage them to enjoy some other activities before the screens go on.

TRADE IT

You could try offering rewards and alternatives in exchange for screen time – for example, having a device-free day to get a playdate with a friend at the weekend, or skipping screen time one evening in return for a trip to the ice cream parlour tomorrow.

EARN IT

Screen time can definitely be used as a reward. You could opt for the classic "no screen time until you've tidied up your toys" or you could get creative and award screen time in relation to successful tasks: eating all of their vegetables earns 10 minutes on their device, for example.

REMOVE IT

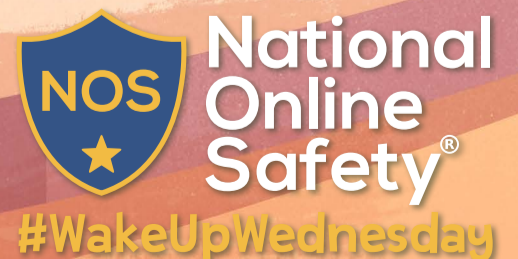
Keep family mealtimes, social gatherings, children's bedrooms and other important occasions and places screen free. Remember to turn off TVs that you aren't watching, because even background noise can distract from you spending quality face-to-face time with your young ones.

SWAP IT

Put together a bag of things that your children love playing with – and get them to help choose what goes in there (items like stickers, pens, small toys, Lego or teddy bears are ideal). Then encourage them to pick something to play with from "the special bag of fun" instead of staring at a screen.

Meet Our Expert

Cayley Jorgensen is the director of FaceUp South Africa: a reporting system currently being used to combat bullying in schools and businesses around the world. FaceUp helps to give a voice to bystanders by encouraging them to speak up against unacceptable behaviour.





It can be challenging for parents and carers to know whether children are spending too much time on their devices. Furthermore, it's even more of a challenge to know whether a child is addicted to the internet and social media. As technology is becoming more pervasive, children and young people are experiencing tech-related dependencies. Do we as parents and carers have the knowledge to identify and support children and young people who may be developing an addiction to their devices?



47% of parents said they thought their children spent too much time in front of screens



What parents need to know about SCREEN ADDICTION



HEALTH & WELLBEING

Children as young as 13 are attending 'smartphone rehab' following growing concerns over screen time. There are now help centers in the UK which deal with screen addiction for children and adults showing the seriousness of device addiction. The World Health Organisation (WHO) has officially recognised gaming addiction as a modern disease. The condition was confirmed as part of their International Classification of Diseases (ICD) which serves as an international standard for diagnosing and treating health conditions.

LACK OF SLEEP

7 out of 10 children said they had missed out on sleep because of their online habits and 60% said they had neglected school work as a result. It is important that children get the sleep they need in order to focus the next day.

LOSS OF INTEREST IN OTHER THINGS

Your child may become less interested in anything that does not include their device. You may notice that your child is missing school time and generally being less engaged with other activities in the home. It is important to discuss this with your child as soon as you notice a behaviour change.



CONFIDENCE, SUPPORT & ADVICE

The Children's Commissioner report 'Life in Likes', explored how children aged 8-11 are using social media today. It showed that children are using their devices to speak to their online friends about their problems and seek acceptance and support, removing face to face interactions.

APPS CAN BE ADDICTIVE

Apps have been designed with 'psychological tricks' to constantly keep grabbing your attention. One example of this is on the app Snapchat, where you can gain 'streaks' when interacting with your friends. If you don't respond, you lose the streak. This addictive nature of apps aims to engage children and keep them coming back for more.



National Online Safety®



Top Tips for Parents



LIMIT SCREEN TIME

In today's digital age, technology is an important part of a child's development so completely banning them from their device will mean they are missing out on a lot, including conversations and communication with their friends. Rather than banning them from using their devices, we suggest setting a screen time limit. Work out what you think is a suitable and healthy amount of time for your child to be on their device per week. Remember that your child may need to use devices for their school homework so only set screen limits on recreational time on their device. Once you have established this, have the conversation with them to discuss why you are implementing a screen limit. There will be others in your child's friendship group who will not have screen limits set and will be sending messages when they do not have access to their phones.

LEAD BY EXAMPLE

Children model their behavior on their peers, so if their parents are constantly on their device, they will see this as acceptable. Try limiting your own screen time and follow the same rules you have set for them. If you have asked your child to not use their device at the table, make sure you don't. Try setting house rules that the whole family abide by.

REMOVE DEVICES FROM THEIR BEDROOM

Setting a rule about removing devices from bedrooms will help your child to get the sleep they need and be more focussed the next day at school. 20% of teenagers said that they wake up to check their social network accounts on their devices. Even by having a device switched off in their bedroom, they may be tempted to check for notifications.

LESS TIME MEANS LESS EXPOSURE

There are many risks associated with devices, such as cyberbullying, grooming, sexting, viewing inappropriate content etc. Less time spent on a screen means that a child will be less exposed to these risks.

MOBILE-FREE MEAL TIMES

Have you tried to settle your child by giving them a tablet at the dinner table or restaurant? This may seem like a quick fix to calm them down but in reality, it is encouraging them to use their device as a distraction from conversation and dealing with their emotions. We suggest removing all technology from the dinner table and having conversations with your family about how their day has been.

ENCOURAGE ALTERNATE ACTIVITIES

It may seem like an obvious solution, but encouraging children to play with their friends, read a book, or playing outdoors will help them realise they can have fun without their device. Playing football, trampolining, camping, going for a walk or swimming are all healthy replacements for screen time. Try to join them in their Outdoor activities to show your support.

STATISTICS

52% of children aged 3-4 go online for nearly **9hrs** a week

82% of children aged 5-7 go online for nearly **9.5hrs** a week

93% of children aged 8-11 go online for nearly **13.5hrs** a week

99% of children aged 12-15 go online for nearly **20.5hrs** a week

Children and Parents: Media Use and Attitudes Report 2018

A GUIDE ON HOW NOT TO BE A SCREEN ZOMBIE

It's not always easy to tell if you've been spending too much time on your device. Mobiles phones, tablets, games consoles, TVs; the list of devices you might have access to seems never-ending and switching between them can be seamless. However, too much time on your device could lead to certain problems and could be an indicator of an addictive habit. It's important therefore that you try and manage your screen time as much as possible and avoid becoming a 'screen zombie'!

TAKE CARE OF YOUR BRAIN

Spending too much time on social media, watching YouTube or playing games online can result in you becoming a screen zombie. This can affect your mood, how much sleep you get, how you perform at school and how you behave around others. Limiting your screen time will keep you alert, keep your mind focused and help to look after your own mental health and wellbeing.



BE PRESENT, NOT A ZOMBIE

Screen zombies often find that they spend a lot of time alone in front of their tablet or their mobile phone and reduce the time they spend with their friends or talk with their family. Zombies often lack communication skills. Always try to limit your screen time as much as possible – there's so much fun you can have with others!



SCREEN-FREE BEDROOMS

Keeping your phone in your bedroom means that it can be tempting to check every notification you get. Your phone could be the last thing you see at night and the first thing you see in the morning. This can contribute towards poor sleep and a lack of focus the next day. Try to keep your phone out of your bedroom or turn off all notifications before bedtime. This will mean you'll get a good night's rest and be ready for the next day.



DON'T GET TRAPPED INSIDE

Screen zombies usually find that they spend a lot of time inside as they lose interest in other things that don't include their device. It might seem obvious, but meeting your friends outside or doing outdoor activities like playing sports, trampolining, camping or just going for a walk are all healthy replacements for screen time and can help keep your mind fresh and active.



ZOMBIE-FREE MEALTIMES

Mealtimes can be seen as a good time to sit down, relax and switch on your tablet or phone as you eat your food. But it can also mean that you're not interacting with others, sharing jokes at the dinner table or just talking about your day. Keep mealtimes for family time. Eating your food and staring at a screen means you're turning into a zombie.



BEWARE OF OTHER DANGERS

Spending too much time on your device and online can increase your chances of potentially encountering other online dangers. This could range from viewing inappropriate or harmful content to online bullying, grooming or fake news. Controlling how much time you spend online will reduce your risk of exposure. If you do see anything that makes you upset or if you're concerned about contact with others, always report it to a trusted adult.



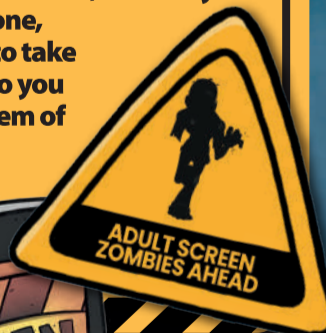
BEWARE OF SNEAKY TRICKS

A lot of apps and games use certain ways of keeping you online and using their platform for long periods of time. This can include simple things like unlimited scrolling on a newsfeed, 'streaks' or uncovering hidden levels. Be mindful of how much time you're online and try to remember you're in control. You decide when you've had enough, not your device.



SAVE YOUR PARENTS!

Even though your parents will often be the ones telling you to limit your screen time, turn off your tablet or switch off your phone, sometimes they will forget to take their own advice. So it's up to you to make sure you remind them of the dangers of becoming a screen zombie!



UN-ZOMBIFY YOURSELF

If you think that you've already become a screen zombie, then don't worry, it's never too late to get help and support from your friends and family. Talk to your parents if you feel you've become addicted to your device, try to understand why and work with them to help you limit your screen time so that you can leave your zombie character behind.



Meet our expert

Pete Badh is content specialist with over 10+ years in research and analysis. He has written various expert pieces around online safety for children and parents and previously worked in a specialist role for the police, contributing work which was pivotal in successfully winning high profile court cases and writing as a subject matter expert for industry handbooks.



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