Healthy Kids in a Digital World

Model Theory of Action – Early Childhood Professional Development Organization

Context	Focus	Process	Products	Impact
Excessive screen time is linked to many public health and learning problems facing children today, including obesity, sleep disturbance, and poor school performance.	Promote reducing screen time as part of, and integral to, fulfilling the organization's mission and annual work plan goals, including designing and delivering professional development and expanding access to diverse and dynamic resources and support.	Identify the highest priority group of professionals.	Materials through quarterly newsletters, mailings, and phone calls.	All professional development providers will be familiar with the benefits of reducing screen time for children.
Because early childhood – beginning before birth – is a time of rapid development, it is a particularly potent time to influence children's growth and development.		Within the highest priority group: • Provide materials through quarterly newsletter to all • Invite interested individuals to learn more, go deeper • Provide Train-the-trainer sessions for four part-time staff	Alternatives to using screens (especially hands on, make-and-take activities).	Many professional development providers will have the resources and knowledge to provide alternatives to screen time to children in their care.
Research has shown a clear benefit to decreased screen time and demonstrates that interventions can be successful.			Visuals to provide impact to our messaging (video clips, still images, etc.).	
		Add questions about screen use to intake surveys or do a focus group to better gauge need, target populations, and potential convincing interventions.	Scientific information (specifically brain science) and information linking screen use and child behavior.	Four staff members will be trained to provide professional development about reducing screen time to current and future early childhood providers.
Providing information, training, and support to organizations already committed to children's wellbeing is an efficient and sustainable means to ensure screen time reduction becomes routine in professional policy and practice with children and families.		Expand successful aspects of the intervention for the highest priority group to other groups.	In-person workshops (always provide take away materials).	The organization will be connected to other partner organizations working toward similar goals.