Healthy Kids in a Digital World
Model Theory of Action – Health 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, ongoing organizational priorities/efforts to support healthy behaviors, including physical activity and nutrition.	Provide presentations through conferences and webinars (or do a quick survey or focus group) and then follow up with interested local agencies to do deeper work.	Webinars and conference presentations.	All clinicians will be knowledgeable about the benefits of reducing screen time and will understand how this fits into other organizational priorities.
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.		Propose reducing screen time as a way of helping families reach their goals such as spending more time together or exercising.	Alternatives to using screens (linked to existing priorities, such as physical activity).	Some local agencies will opt to dive deeper into helping the population served reduce screen time for young children and will dedicate time to tailoring interventions.
Research has shown a clear benefit to decreased screen time and demonstrates that interventions can be successful.			Materials that are ready to use (easy and require little effort to implement).	Through local agencies, the population served will be provided with information about, and alternatives to, screen time as part of ongoing efforts to reach their individual family health goals.
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.			Scientific information for clinicians (focus on new opportunities to learn vs. new practices to implement).	
			Blog and Facebook posts, newsletter entries, and/or texts.	
			Potential for inserting information into online education modules.	