

# Healthy Kids in a Digital World

## Model Theory of Action – National Resource Organization

Context	Focus	Process	Products	Impact
<p>Excessive screen time is linked to many public health and learning problems facing children today, including obesity, sleep disturbance, and poor school performance.</p>	<p>Promote reducing screen time as part of, and integral to, fulfilling the organization's advocacy and program goals, including encouraging outside play, culture building, and literacy.</p>	<p>Use surveys and/or focus groups to better gauge needs, target interested local affiliates for deeper work, and assess potentially convincing interventions.</p>	<p>A tool kit that includes language, templates, etc. – needs to eventually be sustainable without assistance from the national office.</p>	<p>All local affiliates will be knowledgeable about the benefits of reducing screen time and will understand how this fits into other organizational priorities.</p>
<p>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.</p>		<p>Use a pyramid model where all local affiliates receive materials, target groups get deeper resources, and some affiliates host events about reducing screen time.</p>	<p>Alternatives to using screens (what to do).</p>	<p>Through local affiliates, the population served will be provided with information about, and alternatives to, screen time.</p>
<p>Research has shown a clear benefit to decreased screen time and demonstrates that interventions can be successful.</p>				<p>Some local affiliates will opt to dive deeper into helping the population served reduce screen time for young children and will dedicate time to implement all aspects of the tool kit.</p>
<p>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.</p>				<p>A few local affiliates will host events for the population served to encourage reducing screen time for young children.</p>