

## DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT



1555 North 17th Avenue  
Greeley, CO 80631



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



### FOR IMMEDIATE RELEASE

April 27, 2018

Contact: Kelly Martinez  
Health Communication, Education and Planning  
(970) 304-2325  
[kmartinez@weldgov.com](mailto:kmartinez@weldgov.com)

### Screen-Free Week is April 30<sup>th</sup> – May 6<sup>th</sup>, 2018

*Kids, families, schools, and communities are encouraged to take a break from digital entertainment and enjoy life beyond the screen*

**Weld County** – Today's children grow up immersed in digital media, which has both positive and negative effects on healthy development. The American Academy of Pediatrics (AAP) recommends that families proactively think about their children's media use and talk with their children about it. Too much media use can mean that children don't have enough time during the day to play, study, talk or sleep.

Research shows that children's screen time exceeds public health recommendations, and that excessive use of digital devices can lead to health and wellness problems. School-age children spend more time with screen media – television, video games, computers, tablets, and phones – than in any other activity but sleeping. Excessive screen time is linked to a host of problems facing children today, including poor school performance, childhood obesity, sleep disturbance, and attention problems.

Among the AAP recommendations:

- For children younger than 18 months, avoid use of screen media other than video-chatting.
- For children ages 2 to 5 years, limit screen use to 1 hour per day of high-quality programs. Parents should co-view media with children to help them understand what they are seeing and apply it to the world around them
- For children ages 6 and older, place consistent limits on the time spent using media, and the types of media, and make sure media does not take the place of adequate sleep, physical activity and other behaviors essential to good health
- Designate media-free times together such as dinner or driving, as well as media-free locations at home, such as bedrooms

It's all too common for today's children to grow up immersed in digital media, which means they often are connecting with a screen instead of peers, teachers, and their parents.

For more information and ideas on how to have a successful Screen-Free Week, visit [www.weldhealth.org](http://www.weldhealth.org).

####