

# POLICY TO REDUCE TV TIME IN EARLY CARE AND EDUCATION SETTINGS

**Policy to limit noneducational television time in licensed early care and education (ECE) programs to 30 minutes per week for young children ages 2-5.**

## WHAT POPULATION BENEFITS?

Children ages 2-5 who attend licensed early care and education programs.

## WHAT ARE THE ESTIMATED BENEFITS?

*Relative to not implementing the strategy*

Reduce child daily television time which can help promote healthy child weight.



✓ Reduce child daily television time

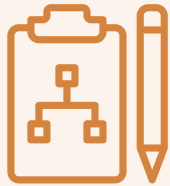


✓ Promote healthy child weight

➔ More details available on the CHOICES National Action Kit at [choicesproject.org/actionkit](http://choicesproject.org/actionkit)

## WHAT ACTIVITIES AND RESOURCES ARE NEEDED?

Activities	Resources	Who Leads?
<b>Assess compliance with new policy to limit television time to no more than 30 minutes per week</b>	<ul style="list-style-type: none"> <li>Time for state licensor to assess compliance with new policy during monitoring visit</li> <li>Time for early care and education directors to participate in monitoring visit</li> </ul>	State early care and education licensing agency
<b>Provide technical assistance to early care and education directors about new policy to limit television time</b>	<ul style="list-style-type: none"> <li>Time for state licensor to provide technical assistance related to policy to limit television time</li> <li>Time for early care and education directors to receive technical assistance related to policy</li> </ul>	State early care and education licensing agency
<b>Produce educational materials about new policy for early care and education directors</b>	<ul style="list-style-type: none"> <li>Cost of educational materials</li> </ul>	State early care and education licensing agency



### Strategy Modification

This strategy could be implemented at the state or local level through different mechanisms, including as a requirement for early care and education (ECE) programs participating in a state's Quality Rating and Improvement System (QRIS) or as best practice recommendations for ECE providers issued by a local health department or via a resolution from a local board of health, alone or in combination with other health-related objectives. Using these mechanisms, the impact on health and the activities and resources needed to carry out the television time policy are expected to be similar, however the cost and reach may vary.

### FOR ADDITIONAL INFORMATION

Kenney EL, Mozaffarian RS, Long MW, Barrett JL, Cradock AL, Giles CM, Ward ZJ, Gortmaker SL. Limiting television to reduce childhood obesity: cost-effectiveness of five population strategies. *Child Obes.* 2021 Oct;17(7):442-448. doi: 10.1089/chi.2021.0016.

#### *Selected CHOICES research briefs including cost-effectiveness metrics:*

Grant T, Wiggins C, Shelson S, Cradock AL, Gortmaker SL, Pipito A, Kenney EL, Giles CM. *Mississippi: State Regulations to Reduce Non-Educational Screen Time for Young Children in Licensed Care* {Issue Brief}. Mississippi State Department of Health, Jackson, MS, and the CHOICES Learning Collaborative Partnership at the Harvard T.H. Chan School of Public Health, Boston, MA; April, 2017. Available at: <https://choicesproject.org/publications/brief-state-regulations-screen-time-mississippi>

Case S, Simpson K, Khan F, U'ren S, Giles C, Kenney EL, Flax CN, Gortmaker SL, Ward ZJ, Cradock AL. *Oklahoma: Updated Requirements in Reaching for the Stars to Reduce Non-Educational Screen Time for Young Children in Family Child Care Homes* {Issue Brief}. Oklahoma State Department of Health and Oklahoma State Department of Human Services, Oklahoma City, OK, and the CHOICES Learning Collaborative Partnership at the Harvard T.H. Chan School of Public Health, Boston, MA; October 2017. Available at: <https://choicesproject.org/publications/brief-ece-screen-time-oklahoma>

Pharis M, Lawman H, Root M, Dryden S, Wagner A, Bettigole C, Mozaffarian, RS, Kenney EL, Cradock AL, Gortmaker SL, Giles CM, Ward ZJ. *Philadelphia, PA: Childcare Policies Can Build a Better Future* {Issue Brief}. Philadelphia Department of Public Health, Philadelphia, PA, and the CHOICES Learning Collaborative Partnership at the Harvard T.H. Chan School of Public Health, Boston, MA; December 2017. Available at: <https://choicesproject.org/publications/brief-screen-time-philadelphia>

Hill AB, Mozaffarian RS, Barrett JL, Cradock AL. *Detroit: Best Practice Guidelines for Healthy Childcare* {Issue Brief}. Detroit Health Department and United Way for Southeastern Michigan, Detroit, MI, and the CHOICES Learning Collaborative Partnership at the Harvard T.H. Chan School of Public Health, Boston, MA; December 2019. Available at: <https://choicesproject.org/publications/brief-ece-detroit>

- ✓ Browse more CHOICES research briefs & reports in the CHOICES Resource Library at [choicesproject.org/resource-library](https://choicesproject.org/resource-library)
- ✓ Explore and compare this strategy with other strategies on the CHOICES National Action Kit at [choicesproject.org/actionkit](https://choicesproject.org/actionkit)

### SUGGESTED CITATION

CHOICES Strategy Profile: Policy to Reduce TV Time in Early Care and Education Settings. CHOICES Project Team at the Harvard T.H. Chan School of Public Health, Boston, MA; September 2023.

*Adapted from the TIDieR (Template for Intervention Description and Replication) Checklist*

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