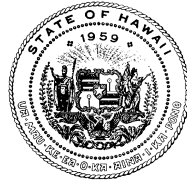


SB433

Measure Title:	RELATING TO SCREEN TIME AWARENESS.
Report Title:	Department of Health; Screen Time; Website; Public Education Campaign; Appropriation (\$)
Description:	Appropriates funds for the department of health to create and host a website and launch a public education campaign on the effects of screen time on children and teens.
Companion:	
Package:	None
Current Referral:	CPH/HMS, WAM
Introducer(s):	RUDERMAN, S. CHANG, Ihara, Wakai



STATE OF HAWAII
DEPARTMENT OF HEALTH
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LATE

**Testimony COMMENTING on S.B. 433
RELATING TO SCREEN TIME AWARENESS.**

SENATOR ROSALYN H. BAKER, CHAIR
SENATE COMMITTEE ON COMMERCE, CONSUMER PROTECTION, AND HEALTH

SENATOR RUSSELL E. RUDERMAN, CHAIR
SENATE COMMITTEE ON HUMAN SERVICES

Hearing Date: February 8, 2019 9:00 a.m. Room Number: 229

1 **Fiscal Implications:** Department of Health estimates developing an informational website and
2 education campaign would require about \$200,000 in fiscal year (FY) 2019-2020, and \$350,000
3 in FY 2020-2021, and defers to the priorities in the Governor's Executive biennium budget
4 request.

5 **Department Testimony:** The Department of Health supports the intent of Senate Bill 433 (S.B.
6 433) relating to the creation of an informational website and education campaign regarding the
7 effects of screen time on children and teens. The Department, in partnership with the
8 Department of Education (DOE) and University of Hawaii, collects and reports on screen time
9 by middle and high school students. The screen time data is a proxy measure for sedentary
10 behavior that is displacing physical activity. More than four out of five of high school and
11 middle school students played three or more hours of video games on an average school day.
12 However, less than one of five high school students, and less than three of five middle school
13 students had sixty minutes of physical activity a day.¹

14 The Department continues to work with agency and community partners statewide on
15 strategies to reduce children's exposure to screen time and to encourage and create opportunities
16 for children to be physically active in Hawaii's schools and communities. The most effective

¹ Youth Risk Behavioral Survey 2017, ibis.hhdw.org

1 strategies for reducing screen time have been behavioral interventions that include establishing
2 early childcare standards for limiting screen time, and providing technical assistance to childcare
3 providers and schools on reducing screen time.² Partnering with early childcare education
4 stakeholders, the Department helped to ensure inclusion of recommendations to prevent and
5 reduce exposure to screen media in the *Wellness Guidelines for Nutrition and Physical Activity*
6 *in Hawaii's Early Care and Education Settings*.³

7 The Department does not currently conduct public education to reduce screen time in the
8 home, or to increase leisure-time physical activity among children and teens. Promoting
9 physical activity as an alternative to screen time is a nationally recommended strategy. The
10 Centers for Disease Control and Prevention (CDC) recommends reducing screen time through
11 increased physical activity and provides national recommendations for different age groups.⁴
12 The American Academy of Pediatrics (AAP) recommends parents and caregivers develop a
13 family media plan. The personalized planning tool, video-based instructions and tips for parents
14 are available through their website, Twitter, Facebook, and Pinterest.⁵ Parental engagement,
15 content quality, and quantity of the screen time, are all factors considered by the AAP in their
16 screen time policy recommendation that digital media use for children two to five years of age be
17 limited to no more than one hour per day to engage in other activities and establish healthy
18 viewing patterns for later in life.⁶ The Hawaii 5210 Initiative suggests limiting screen time to two
19 hours or less a day, and gives recommendations on how families can increase physical activity
20 as a means to reduce screen time.⁷

² Community Preventive Services Task Force. (n.d.). *Preventing Obesity Through Reduced Screen Time Interventions*. Retrieved from <http://www.astho.org/Programs/Evidence-Based-Public-Health/Policy-Planning-Tools/Action-Sheet--Preventing-Obesity-Through-Reduced-Screen-Time-Interventions/>

³ Wellness Guidelines. (2018, October). Retrieved from <https://health.hawaii.gov/snap-ed/files/2018/03/wellnessguidelines.pdf>

⁴ Center for Disease Control and Prevention. (2018, January 29). Screen Time vs. Lean Time. Retrieved from <https://www.cdc.gov/nccdphp/dnpao/multimedia/infographics/getmoving.html>

⁵ American Academy of Pediatrics, Media and Children Communication Toolkit, retrieved 2-6-19 from <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Pages/Media-and-Children.aspx>,

⁶ American Academy of Pediatrics Policy Statement, Pediatrics. November 2016, Vol 138/Issue 5. Retrieved 2-6-19 from <http://pediatrics.aappublications.org/content/138/5/e20162591>

⁷ Hawaii 5210 Initiative. (n.d.). Hawaii 5210. Retrieved from <http://www.hawaii5210.com/pages/about-the-program>

1 To align with these national and local recommendations, the Department supports the
2 development of an education campaign to promote leisure-time physical activity as an alternative
3 to screen time for children and teens but would refer to existing websites instead of establishing a
4 new one. The Department would rely on existing interventions such as the CDC conducted
5 VERB™ an extensive social marketing campaign directed to children across the continental
6 U.S. aged nine to thirteen years of age, and those who reported seeing more of the VERB
7 messages showed a dose-response increase in physical activity.^{8,9} The Department therefore
8 recommends that the purpose of the education campaign be to increase physical activity and
9 reduce screen time. Evidence shows that using positive messaging to motivate participation in
10 physical activity has been more effective than promoting the health costs of inactivity and would
11 align the intervention with evidence-based social marketing strategies.¹⁰

12 Thank you for the opportunity to provide testimony.

13 **Offered Amendments:** Amend Section 2 (a) through (b), (from page 2, lines 7-20, page 3, lines
14 1-8) as follows:

15 Section 2. The department of health shall create and
16 implement a social marketing campaign to increase physical
17 activity and reduce screen time targeting children and
18 their families based on proven interventions. (a) The
19 department shall submit the following to legislature:

- 20 (1) Report on the methodology and proven scientific
21 basis for the planned intervention;
22 (2) Identify the target ages for the social marketing
23 campaign and the data to support the demographic
24 selection of the population; and
25 (3) Evaluation of findings from the social marketing
26 campaign.

⁸ Huhman, ME., et al. Evaluation of a National Physical Activity Intervention for Children: VERB™ Campaign, 2002-2004. American Journal of Preventive Medicine, Vol 32/Issue 1, January 2007, p.38-43.

<https://www.sciencedirect.com/science/article/pii/S0749379706004077?via%3Dihub>

⁹ Huhman, ME, et al. The Influence of the VERB Campaign on Children's Physical Activity in 2002-2006
American Journal of Public Health, 100(4):638-647, April 2010.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2836341/>

¹⁰ http://ei.yale.edu/wp-content/uploads/2013/10/pub282_Latimer_Rench_RIvers_Katulak_etal2008.pdf

SB-433

Submitted on: 2/7/2019 8:17:10 AM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Melodie Aduja	Testifying for O`ahu County Committee on Legislative Priorities of the Democratic Party of Hawai`i	Support	No

Comments:

SB-433

Submitted on: 2/6/2019 8:16:36 AM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Gwendelwyn Cruise	Individual	Support	No

Comments:

I believe this is the biggest social issue facing our children today. Evidence is mounting that shows a correlation between screen time use and behavioral problems, including lack of social skills.

Screen use is also becoming a socioeconomic issue, with educated, wealthier households limiting, or even eliminating, screen time, and poorer households becoming more dependent on screens for uses such as “babysitting.” Furthermore, schools in poorer communities are pushing “technology”, thereby increasing the use of screens. Schools in wealthier communities, on the other hand, are trending toward more play time and hands on activities (which studies show increase learning retention). See, for example, [nytimes.com/2018/10/26/style/digital-divide-screens-schools.html](https://www.nytimes.com/2018/10/26/style/digital-divide-screens-schools.html).

Recognizing the problem, the country of France has managed to ban cell phones in schools countrywide (high schoolers can bring them to school but are limited to using them during one break in the day).

It is imperative that we start facing the Problems that excessive screen time and its addictive nature are causing. This has implications for the education of our children. Even the people who developed this technology are severely limiting their children’s use of screens (see statements by Facebook founder Sean Parker). That should tell us something.

SB-433

Submitted on: 2/6/2019 9:17:15 AM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Nancy Fleming	Individual	Support	No

Comments:

My family and I were born and raised in Hawaii for many generations. Unlike raising my own children who primarily played outside and read, I see kids now of all ages just on their iphones or computers. I know of children who have been actually sent to special schools on the mainland because they are addicted to technology which has destroyed their lives. Screen time includes cyber bullying and pornography.

Would you please pass this bill for the health and safety of Hawaii's keikis.

Thank you,

Nancy Fleming

SB-433

Submitted on: 2/6/2019 9:19:50 AM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Lucille Morelli-Vine	Individual	Support	No

Comments:

Aloha, i am passionate about bringing awareness of the ill effects screentime has on children especially. It deeply disturbs me that our children are the guinea pigs, there has been many studies of the damaging effects of screen time. The list is endless, but I'm just going to give you a personal short story of when I realized an immediate correlation between screen time and my son. He was about nine and is very athletic and plays baseball. We limit the screen time use during the school week, so weekends are his time to play some video games. We noticed when he had a baseball game without having a chance to play video games, he played well. When he would play videos before a game he would miss the ball more & just not be 100% in the game. We started testing this theory and asking other parents if it had the same effect on their child, and yes it did! So now let's put this theory into everyday tasks, school work xtc... It's not a theory it's a fact!

And I could go on about the addictive behavior of using social media and screens now that my child is becoming a teenager. I am an informed parent but so many parents are uninformed, please pass this bill to help educate the parents and our keiki of Hawaii!

SB-433

Submitted on: 2/6/2019 9:34:38 AM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Xiufen Duphillips	Individual	Support	No

Comments:

We all see more and more children on phones and tablets. I've noticed kids having more trouble making eye contact and socializing. The research shows many more negative consequences, but many parents are not aware of all the ways screens affect kids. Parents and children would benefit from a public education campaign on this subject.

SB-433

Submitted on: 2/6/2019 11:00:30 AM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Lauren Paer	Individual	Support	Yes

Comments:

I have been studying how screens affect kids for a couple of years and have been consistently surprised in all the unintended consequences they're having. Screens are disrupting children's sleep, their physical activity (which in turn disrupts their cognitive development), their ability to focus and their connection with their care-takers. Educators are complaining of children's waning attention, inability to think deeply and come up with their own, well-thought-out opinions. Most concerning, a growing body of research links excessive screen time to depression, anxiety and the sharp increase in teen suicide we've seen over the past decade.

I've talked with many parents who confirm there aren't any structures in place to disseminate critical information about the impact of screens on their children. Most doctors don't stress this issue. Grandparents didn't have to deal with smartphones and tablets when they were raising kids, so they don't have experience to draw on. And most schools are not educating parents on this topic. Meanwhile, marketing campaigns for tablets, smartphones and "educational" apps send the message to parents that if their kids aren't on tech early, they will "fall behind". It is fascinating how often you will hear parents use this exact term. A great article by Daniel Goleman, author of *Emotional Intelligence*, on LinkedIn a few years ago pointed out that the kids who really fall behind are those that cannot stay focused/control their attention. The Wall Street Journal published an article that gaming is contributing to young men staying out of the job market.

Given the stakes and the growing concern that this is a looming public health crisis, I believe there is a clear need for a public information campaign on this subject.

SB-433

Submitted on: 2/6/2019 6:35:35 PM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Elise Anderson	Individual	Support	No

Comments:

I support the passage of SB 433, creating a website and public education campaign communicating the impacts of screen time on children and teens. Dominant proportions of young lives are increasingly being spent glued to mobile devices and social media platforms, and everyone in our society today pays the price. Our current epidemic of screen addiction mirrors other dangerous addictions, given the neural circuits and hormonal feedback pathways involved. Young people today suffer decreased attention spans, exhibit more frequent antisocial behaviors, and experience more cyberbullying, depression and higher suicide rates than previous generations. Children fall asleep while staring into glaring blue light, interrupting sleep cycles during the brain's most formative years, and childhood obesity skyrockets as young people exercise less. While glued to their screens, children are too often exposed to dangers like porn and child predators as well. Hard-working parents, moreover, too often overlook potential repercussions of excess screen time - and might even encourage screen addiction - in their innocent efforts to occupy and entertain their children. A better-educated, more self-aware public could make more informed choices and better monitor their own screen time habits. A public awareness campaign could thus serve Hawaii's most general interests, reaping rewards both today and throughout many decades to come. Thank you.

SB-433

Submitted on: 2/7/2019 8:55:21 AM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Mark T. Shklov	Individual	Support	No

Comments:

I support this Bill. Hawaii's children and teens deserve any and all the advantages that can assist them deal with modern technology and properly learn and prosper in modern society. I grew up and went to school through grade 12 in Hawaii. I went away to college and law school. I became a Hawaii lawyer and entered the practice of law in Honolulu in 1976. As such, I have personally witnessed and experienced the genesis and development of screen time technology in schools, in law, and in business over the past 50 years. I am also a Host of public interest live stream video program called "Law Across the Sea" on ThinkTech Hawaii, a Hawaii non-profit corporation. One of the programs I hosted on "Law Across the Sea" dealt with the effects of screen time and children and teens. I have also hosted another program that addressed the valuable potential of high tech when thoughtfully promoted. The high use of screen time by Hawaii's children and teens is obvious to anyone familiar in Hawaii society. The proper use of screen time, however, is not taught in our schools. My experience and study have led me to conclude that the proper use of screen time may help Hawaii's children and teens to use their imaginations and become innovators instead of devoting all of their valuable educational and developmental time to merely watching a screen on a device. Educating Hawaii's children and teens on the best use of screen time will provide them with a balanced view of technology and insight on how to succeed in modern society. This Bill should be passed in order to support Hawaii's children and teens.

SB-433

Submitted on: 2/6/2019 9:24:06 PM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
brett alexander-estes	Individual	Support	No

Comments:

As a parent and former middle-school teacher, I have seen how screen time disrupts and distorts children's learning and behavior. I support this bill because many parents and teachers know that prolonged screen time---via TV, computer, and smartphone---is damaging children, but don't know what to do or where to turn. SB433 brings this issue to light, and proposes practical solutions to address this growing threat to children's health and intellectual development.

SB-433

Submitted on: 2/6/2019 4:47:53 PM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Joe Clement	Individual	Support	No

Comments:

I have been a public school teacher for 25 years. A colleague and I wrote a book last year (*Screen Schooled*: www.screenschooled.com) that outlines the damage we are seeing in schools from screen overuse among kids. No one we know wants to hurt kids. However, most people allow excessive screen time for kids into their homes and schools because they are simply unaware of the dangers. We all are subject to these dangers, but kids are in particular. The prefrontal cortex -- used for decision making, impulse control, and many other functions -- is not fully developed in a child. Digital devices and apps in 2019 are made to be as addictive and seductive as possible to the brains of kids. An effect of this is that most kids are not using their digital devices for all of the good things that can be done. They are immersing themselves in a digital world in order to spend time playing videogames, engaging with social media, watching movies and television shows, and watching pornography. Each of these is fraught with danger for kids. Combining them, though, makes a toxic environment for a developing brain. The average teen now spends over nine hours per day with digital entertainment media. By almost anyone's definition, that is overuse, and it must be addressed. When kids are overusing screen time, they are not truly, deeply interacting with other human beings. Additionally, they are not learning how to solve problems, think critically, or focus. Those abilities are all in decline among children. SB433 is a step in the right direction of raising awareness of what we are doing to our children. Thank you for your consideration.

SB-433

Submitted on: 2/6/2019 11:34:26 AM

Testimony for CPH on 2/8/2019 9:00:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
M. Todd Cox	Individual	Support	No

Comments:

As a parent of a 7 yr old, I can fully attest to the undermining effects of too much screen time and screen-time awareness. In our household, we encourage resiliency, responsiveness, self-awareness, and polite mannerisms among many of the other needed individual characteristics for our keiki to thrive in our world. I have to consistently monitor/parent our child's time on the screen so that our efforts are not undermined. For example: Through experience, I have learned that she should not use the screen for entertainment purposes prior to a soccer match. If she does, she is extremely sluggish, less attentive and, less resilient in her off-screen time actions than when she is not subjected to the screen. When we limit her interactions, she is definitely more aware, more active and engaging to others.

This is only but one example where I can see the challenges screen time highlights. Building a campaign of education to further understand the detriments it imposes and designing awareness to both parents and keiki will only make our world safer and thriving. SB433 is an area I fully support and wish for my earnings to support.

Thank you!

Todd