
A BILL FOR AN ACT

RELATING TO SCREEN TIME AWARENESS.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that there is a growing
2 body of empirical data and anecdotal accounts that suggest that
3 time spent in front of screens has a negative impact on
4 children's physical, emotional, and cognitive health.
5 Neuroscience research shows that social media, video games, and
6 web surfing trigger the same dopamine networks that are
7 triggered by drug use. A growing body of evidence also suggests
8 that excessive screen time may have an important impact on the
9 high increase in anxiety, depression, and suicide among teens.
10 Excessive screen time has also been found to be a casual factor
11 for a sedentary lifestyle and obesity, which is a serious
12 concern for Hawaii youth.

13 The average Hawaii youth is reported to spend three hours a
14 day playing video games. Additionally, attention and motivation
15 may be impacted, which may have negative implications for
16 academic and professional success. Despite this research and
17 the fact that managing screen time is a ubiquitous problem



1 parents face, the State lacks an educational resource for
2 families on the effects of excessive screen time and best
3 practices for limiting screen time.

4 The purpose of this Act is to appropriate funds for the
5 creation of a social marketing campaign targeting children and
6 their families to inform them of proven interventions to reduce
7 child and teen screen time.

8 SECTION 2. The department of health shall create and
9 implement a social marketing campaign to increase physical
10 activity and reduce screen time, targeting children and their
11 families and based on proven interventions. The department
12 shall submit a report to the legislature on the following:

- 13 (1) The methodology and proven scientific basis for the
14 planned intervention;
- 15 (2) The target ages for the social marketing campaign and
16 the data to support the demographic selection of the
17 populations; and
- 18 (3) An evaluation of findings from the social marketing
19 campaign.

20 SECTION 3. There is appropriated out of the general
21 revenues of the State of Hawaii the sum of \$ or so



1 much thereof as may be necessary for fiscal year 2019-2020 and
2 the same sum or so much thereof as may be necessary for fiscal
3 year 2020-2021 for the department of health's social marketing
4 campaign to increase physical activity and reduce screen time
5 for children and teens.

6 The sums appropriated shall be expended by the department
7 of health for the purposes of this Act.

8 SECTION 4. This Act shall take effect on July 1, 2019.



Report Title:

Department of Health; Screen Time; Social Marketing Campaign;
Appropriation

Description:

Appropriates funds for the department of health to create a social marketing campaign targeting children and their families to inform them of proven interventions to reduce child and teen screen time. (SD1)

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