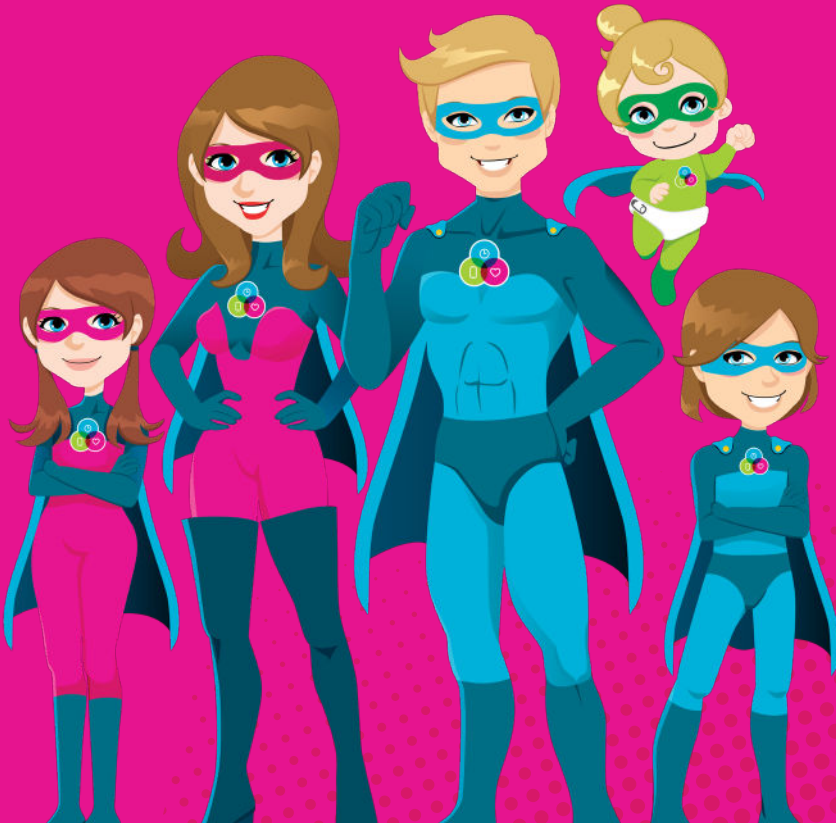




# ScreenCoach

Helping you navigate your way  
through technology with kids



# Hello! Welcome to ScreenCoach.

With screens virtually everywhere, figuring out how to best help our children interact with technology can be challenging. Screentime can be educational for children as well as support their social development but not all screentime is created equal. As parents, we know we should limit screentime for our kids, but how?

Your child is bound to make mistakes using media. Start small and try these simple strategies to make the changes you want to bring home harmony.

**WE'RE HERE TO HELP!**



# APP FEATURES



360° Solution



Nag Free



Rewards



Gaming



Track



Protect



Share



Screen Tap



Fun-Filled



Move

# 0-18 MONTHS



**This age is crucial for your baby's development. They start forming connections that lay the foundation for the rest of their lives, helping them to build self-esteem and the ability to relate positively to others.**

The American Academy of Paediatrics (AAP) recommends avoiding any type of screentime for children younger than 18 months because at this age they need hands-on exploration and social interaction with trusted caregivers to develop their cognitive, language, motor, and social-emotional skills.



Research has shown that even small amounts of screentime in infants leads to expressive speech delays and trouble with interpersonal relationships.



# 18 MONTHS - 3 YEARS



## When your little one takes their first step, a new phase in their cognitive and physical development begins.

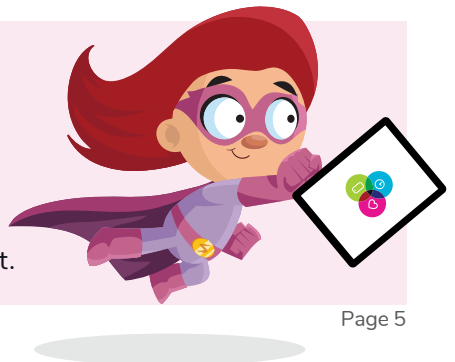
In this age group, language development grows significantly, which leads to learning the names of objects, the ability to ask for things, and the ability to say, “No!” While children instinctively seem to be able to say “No,” toddlers also need help in learning to accept “No” from others.

As a parent, you play an important role of providing your little ones with just the right combination of encouragement, support and guidance. Your kids look up to you to learn all their basic life and social skills as well as experimentation of new concepts and skills.



**This is why we recommend starting to use ScreenCoach when your child is at this stage of their cognitive development.** If a child is taught healthy habits around screentime from a young age, they are more likely to accept this, making it easier for parents to regulate their device use as they grow.

One thing to note is that not all screentime is created equal. For example, playing interactive colour or shape games on a tablet or watching high-quality educational programming together in small amounts has shown to have less of a negative impact.





# 3-6 YEARS OLD



At this age, your little one is growing rapidly, and is probably a bundle of energy and curiosity. They are improving their gross motor and fine motor skills which is a fundamental part of their development.

The most important form of learning at this age is through play (what a great life, am I right?). Make-believe play of all kinds helps their language, socialisation, and creativity development.





At this age, kids who are spending too much time in front of screens are showing delayed development, impacting their communication, problem-solving, social and motor skills, as well as emotional regulation. The bright lights and repetitive nature of screen media can compromise their development as their brain is developing quickly and this is the wrong (unnatural) stimuli.

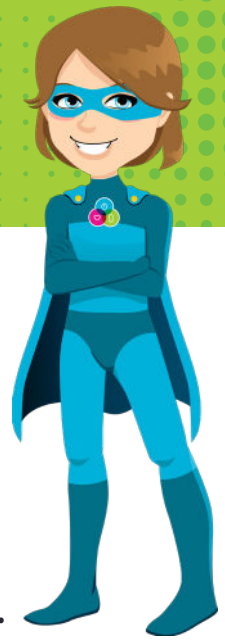


However, not all media is bad! Children in this age group can learn from pro-social screen-based entertainment in small amounts. These include programs like Sesame Street which, when viewed with parents who interact and interpret the program, can help children develop literacy skills.

**Our recommendation is to monitor screentime and make sure that all screen interactions model good behaviour. We find the best way to do this is by developing a family media plan. Cultivating good habits around screen and media use at an early age helps provide a foundation for healthy screen habits in their older years. Screen media games or television shows featuring cartoons or any other forms of animations, rather than human interaction, make it harder for children to grasp the correlation between actions and consequences in real life. At this age, they are highly influential (as you probably already know, they have a “monkey see monkey do” attitude).**



# 6-12 YEARS OLD



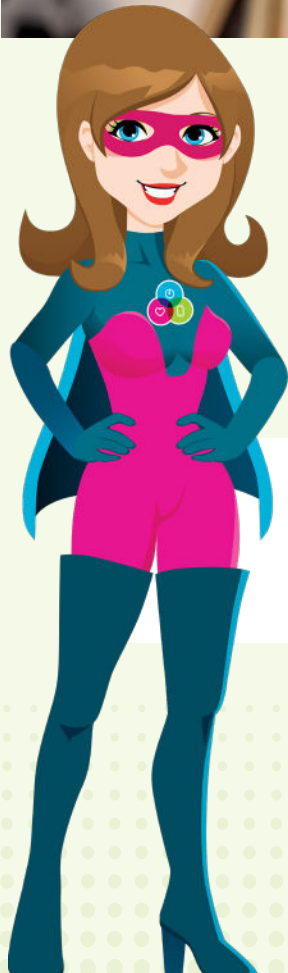
At this age kids are a lot more aware of external events, as well as feelings other than their own. They are learning that the world does not revolve around them and that not everyone shares their thoughts, beliefs, or feelings. Most importantly, they are learning to become more independent.

However, learning to make good choices and exercise self-discipline does not come easily for them. As your child is going through this critical learning stage, you as parents must be able to provide positive encouragement. But, it is also important to allow them to experience the consequences of their behaviour to help them learn from their mistakes. Higher amounts of media use and poor quality screen content can significantly impact poor executive functioning such as impulse control, self-regulation, mental flexibility as well as emotional intelligence deficits like the ability to understand others' thoughts and feelings. This adds to the difficulty children face with school and society's increasing demands for self-regulated behaviour.





So, what impact does media and screentime have on your children when they are this age? Like all things, it can be good in moderation but too much can have a very negative effect.

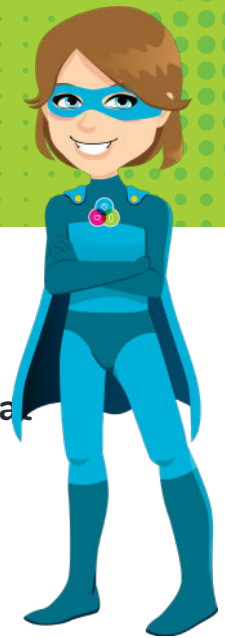


Higher amounts of media use and poor media quality content will significantly impact poor executive functioning such as impulse control, self-regulation, mental flexibility as well as emotional intelligence deficits like the ability to understand others' thoughts and feelings. This adds to the difficulty children face with schools and society's increasing demands for self-regulated behaviour.



ScreenCoach can be a tool for you as parents to help your children integrate from constant monitoring to independence and exercising self-discipline, using rewards as encouragement.

# 6-12 YEARS OLD CONT'

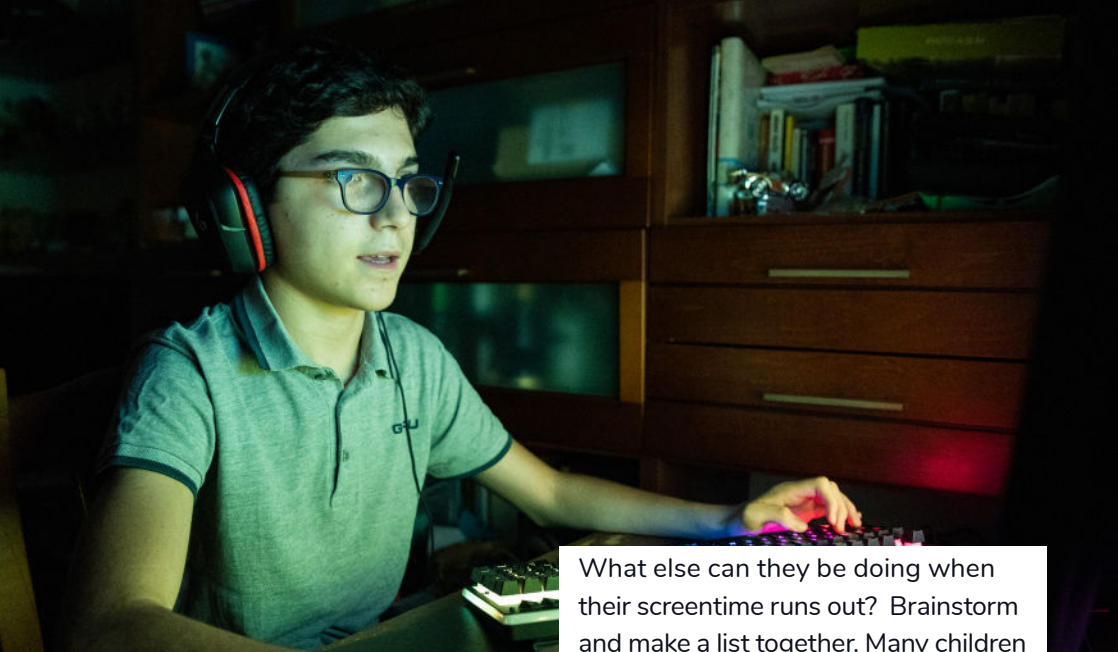


Media consumption at this age may also be having detrimental impacts on your child's mental health. The sad reality is, that because children are at such an influential age, the constant exposure to unrealistic concepts is resulting in negative feelings towards themselves and an unrealistic concept of body image. Studies have shown that one half of girls and one third of boys ages 6 to 8 report their ideal bodies are thinner than their current body.

Naturally as a parent you want to protect your child from harm's way but in our day and age, many dangers come from excess media consumption. We are here to help you find the right balance.

We recommend exploring media together and discussing its educational value. Children should be encouraged to criticise and analyse what they see in the media and how they are feeling when engaging in certain activities and games online. It's okay to shelter your kids to a certain extent, but it's even more important to start an open conversation with your children to help them differentiate between fantasy and reality. Particularly when it comes to the nature of the games they are playing and the content they are consuming.





What else can they be doing when their screentime runs out? Brainstorm and make a list together. Many children in this age bracket find it hard to self regulate and will stay on screens all day. Parents report that if they limit time on one device, their child simply picks up another! Argh!

As parents, you should try and limit the use of television, computers or video games for your children, and be using this as an opportunity to teach your kids to be responsible. You can designate a time limit of how much screentime they are allowed in a day. Give them choices by planning the week's schedule so that they feel less controlled and more included.

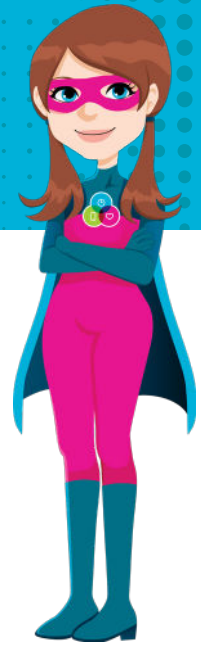
This is a great opportunity for your children to learn how to take responsibility, learn that they can't always have what they want and in life we all need to make compromises. With the amount of allowed screentime, do they want to watch their favourite tv show or do they want to spend the time playing an online game with their friends?

There is so much interesting content to watch or games to play, and gaming companies consult with experts in psychology to ensure they are as enjoyable and engaging as possible for the kids. We probably don't need to tell you that they will play for 18 hours straight if you let them.

This is where tools like ScreenCoach can help. It will not only track and limit their base time per day (across multiple devices), but allow them to actually earn more time by doing other things like physical activity, homework, drawing, music, sport or whatever activities you choose.

# 13-18 YEARS OLD

Welcome to the challenging yet wonderful world of teens. Somehow these will be your best but also may be your most difficult time as a parent. When your kids become teens, it is natural for them to become more independent and reject the parental guidance you offer. It is also harder to monitor all their media use, especially as now they have smartphones and depend more on their electronic devices for schoolwork.





It is estimated that

**95% of youth**  
aged 13 to 17 years across  
all demographic groups  
use smartphones.

We understand how widespread the problem is! The E-Safety Commission reports that 95% of youth aged 13 to 17 years across all demographic groups use smartphones and 84% of teenagers in the US own or have access to a gaming console.

This generation of adolescents spends less time in person with peers compared with previous generations, and technology influences their identity and socialisation in numerous ways.

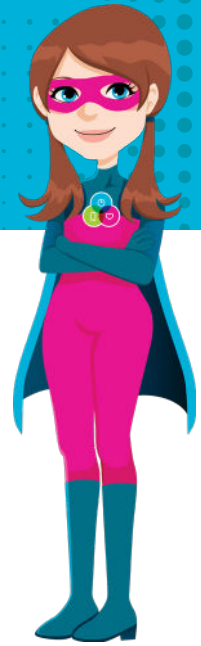
As a parent, it can be really hard to find the balance of too much screentime, given its powerful influence on mental health and behaviour. On the other hand, you don't want your children to be disconnected from their peers and feel left out.

The best way to help teenagers manage their use of technology and to reduce the chance that technology will be a source of conflict, is to continue the open, honest, two way conversations around screentime balance rules in your home. Always involve your teens when the rules are being set. Give them a voice and make them feel that they are part of this process. This will help them accept these rules, making it more likely that they will stick and be followed. Page 13



# 13-18 YEARS OLD CONT'

Additionally, monitor how their technology usage is impacting their sleep and schoolwork. 87% of teenagers don't get the recommended amount of sleep, and it is because of gaming, watching tv, scrolling on the iPad, using phones, and social media. This lack of sleep can directly affect their school life such as focusing in class and their test scores. Students who are sleep deprived are consistently outperformed by those who get an adequate amount of sleep.



**87% of teenagers don't get the recommended amount of sleep!**







It is also important to remember that the number one impact on children's behaviour is your behaviour as a parent. So, if you are unable to disconnect from your gadgets and if you regularly check your phone at the dinner table or during sporting activities, this means that your teenager will not accept that they should be following your rules if you are not setting an example. You could make a pact with your child to limit screentime together.

**Managing your child's use of screens and media will be an ongoing challenge. Don't feel discouraged, by developing a few simple techniques and setting a few household rules and revisiting them as your child grows, you can help ensure a safe and harmonious experience.**

### **Interested in joining our Alpha trial?**

If you are struggling to manage your family's screentime, you should consider taking part in our Alpha trials. We're looking for a range of families that are passionate about a better life balance - particularly those with gamers - to help us Alpha test our features and products. If you have some spare time on your hands and think you have what it takes to be a Alpha tester, we want to hear from you!



**Visit [myScreenCoach.com](https://myScreenCoach.com) and register today!**