

Title: Play More, Watch Less Lesson Plan and Evaluation Form for Interactive Center

Target Audience: Caregivers of children one year and older

Objectives: The caregiver will:

1. Identify how much screen time is recommended for children at various ages.
2. Suggest at least three alternative activities to watching TV or other screen activities.

Teaching Materials Needed, Including Handouts:

1. Display which encourages children to be more active and have less screen time (see sample layout)
2. Handout materials, which encourage activity and less screen time, and feedback forms for each attendee. Suggested handouts are posted in the same location as this lesson plan.
3. Materials available for interactive activities chosen from listing below

Advance Preparation Needed:

1. Set up interactive nutrition education center
2. Gather necessary materials for any interactive components chosen from the *Interactive Component* section below
3. Make or gather enough copies of each of the handouts to be used with the center

Class Outline and Methods:

1. The interactive display and handouts will be available during clinic hours.
2. A knowledgeable staff member should be available for caregiver questions regarding the interactive display. See background information on this topic below, under *Concepts*.
3. Offer the caregiver handouts to reinforce the concepts on the display.
4. Once the caregiver reads through the materials and completes the feedback form, the caregiver should show the completed form to the delegated WIC staff person (e.g. clerk).
5. The delegated WIC staff person should ask the caregiver if they have any questions. If yes, refer them to the staff person that can answer their questions.
6. The delegated WIC staff person should ask the caregiver, "What is one thing you will try to do, based upon what you learned today?" For example, "What kind of activities could you encourage your children to do instead of watching TV or a DVD?" (This can be the goal.)
7. Upon completion of the lesson, a designated WIC staff person should record completion in the client's (child's) KWIC record. If the LA chooses, the client's goal can also be entered into KWIC.

Concepts and Key Points:

1. The average child watches 5,000 hours of TV by the time he/she enters first grade. Advertisers spend billions of dollars on ads aimed at children. Products they sell to children include snacks, sweets, cereals, sodas, and toys.
2. Children who watch more TV and have more screen time are more likely to be overweight as they grow older.
3. The American Academy of Pediatrics recommends no screen time for children under two years of age. After age two, your child should have no more than two hours of screen time per day.
4. There are many ways to reduce screen time including: turning off the TV during mealtimes; keeping the TV, video games and computers out of your child's bedroom; being a role model in

doing other activities; substituting other activities for screen time such as reading, crafts, physical activities and more.

5. It is recommended that you turn off the TV rather than leave it on for background noise; substitute quiet music for the TV if it is needed at all.

Interactive Component: Choose one or more of the following to incorporate with the display:

1. Provide a list of alternate activities available to replace screen time for children and caregivers. Discuss what activities might work for their family with each parent/caregiver.
2. Set up a display of free, easy-to-make/acquired items that can be used by parents for quick activities around the house rather than screen time. Offer handouts on possible games. Allow caregivers and their children to try some of the activities while they are at the center.
3. Show a display of child-friendly music CD's available from the library. Demonstrate games or quiet activities that can be done with children while using the music.
4. Gather pictures of logos for common products seen on TV (McDonald's arches, Target, Tony the Tiger, etc.). Have caregivers share them with their preschooler and see how many of them the child identifies. Discuss with caregivers that exposure to TV advertising can lead to children asking for poor food choices and items they may not need or afford. Provide a list of alternatives to watching TV.
5. Have a group of books available that deal with too much TV (see attached list) from the local library. Have a volunteer who can read the book to the children or share information about the books with caregivers. Encourage them to not only reduce screen time for their children, but to read to their child.

Behavior Change Goal:

The designated staff person will assist the client/caregiver to set a goal based upon the interactive display as outlined in the *Methods* section above.

Procedure for Clients to Ask Questions of Trained WIC Staff:

The designated WIC staff person will either answer the questions or guide the caregiver to the staff person qualified to answer a question posed by the client/caregiver.

Evaluation:

The evaluation will consist of completing the feedback form attached and interacting with WIC staff as outlined in the *Class Outline and Methods* section above.

Lesson Plan Written By: Pat Dunavan, MS, RD, LD, June 2013

Lesson Plan Approved By:

Date:

Sample Layout—Use your own graphics to support interactive components

Get Moving! Be Active!

Why turn the TV or Computer Off?



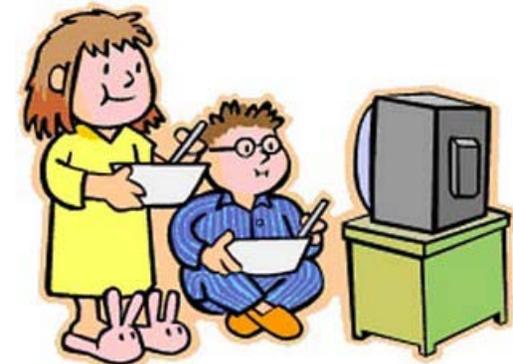
Your kids are more likely to:

- ★ Be more creative
- ★ Read more books
- ★ Do better in school
- ★ Eat healthier foods
- ★ Sleep better
- ★ Have better behavior
- ★ Be more active

Reduce Screen Time. Screen Time = TV + Computers + Video Games

TV Rules from pediatricians:

- ✓ No TV for children less than 2 years old
- ✓ No TV in bedrooms
- ✓ Limit TV and video game time to 1-2 hours per day
- ✓ Monitor TV shows children watch



Caregiver Feedback Form

1. My child is _____ years old. My child should have no more than ____ hours of screen time per day.
2. Screen time is the total amount of time my child spends (Check all that are true):
 looking through the car windshield
 watching TV
 using the computer
 playing video games
3. What is one activity you could do with your child other than watching TV? _____

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