

THE MOVEMENT FOR MOVEMENT: TIME TO STOP SCREENS REPLACING CHILDREN'S PLAY



**INCREASE IN CHILDREN'S
RECREATIONAL SCREEN TIME
IN LESS THAN
A DECADE¹**

347 PLAYGROUNDS
HAVE BEEN CLOSED BY LOCAL
AUTHORITIES ACROSS ENGLAND²



**BY THE AGE OF 8, THE
AVERAGE CHILD WILL
HAVE SPENT NEARLY
ONE FULL YEAR
ON SCREENS³**

**CHILDREN ARE 2-3 TIMES MORE
PHYSICALLY ACTIVE WHEN OUTDOORS
THAN WHEN INDOORS⁴**



POSITIVE EFFECTS OF PLAY VS NEGATIVE EFFECTS OF SCREEN-TIME

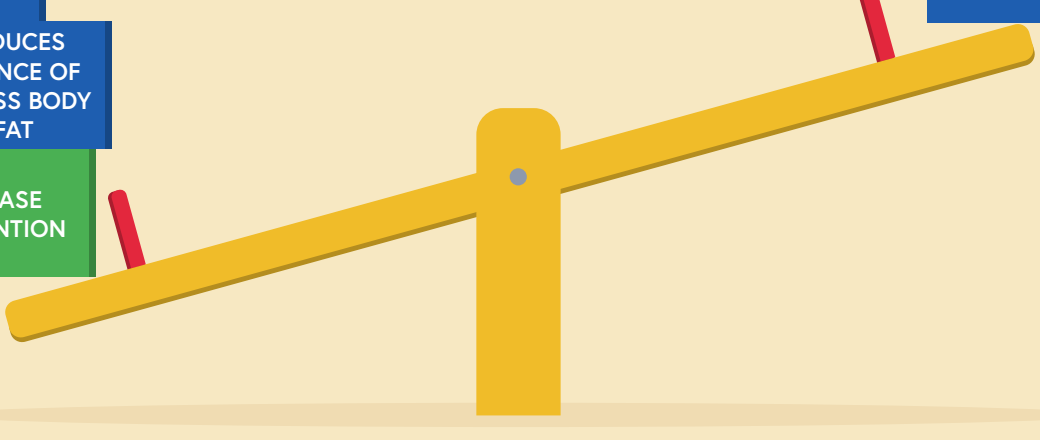
Positive effects
of outdoor play

Negative effects
of excessive
screen time

- LESS RISK OF DEPRESSION/
MENTAL HEALTH ISSUES
- MORE ACTIVE IN ADULT LIFE
- BETTER SOCIAL SKILLS
- LESS ISOLATED
- MOTOR SKILL DEVELOPMENT
- BETTER ACADEMIC PERFORMANCE
- REDUCES CHANCE OF EXCESS BODY FAT
- DISEASE PREVENTION

Research from WHO, NICE, etc has revealed the potential negative effects of excessive screen-time, and conversely the positive effects of free, outdoor play on children's health.

- OBESITY/
WEIGHT GAIN
- ADDICTION/
SCREEN DEPENDENCY
- SLEEP DEPRIVATION
- SLEEP DISORDERS
- FATIGUE
- INCREASED APPETITE



NEGATIVE EFFECTS OF EXCESSIVE SCREEN-TIME

To avoid a public health crisis, we must act now. We must not look at these activities in isolation – they should be looked at as part of a 24-hour movement behaviour model.



0	1-hour max of being restrained (car seat, high chair etc)	14-17 hours (inc naps)	30 minutes of tummy time throughout the day	
1-2	1-hour max (car seat, high chair etc)	11-14 hours (inc naps)	180 minutes throughout the day, the more energetic the better	
3-4	1-hour max (car seat, high chair etc)	10-13 hours (inc naps)	180 minutes throughout the day, the more energetic the better	
5-13	2 hours of screen time max. Limit sitting for extended periods	9-11 hours	60 minutes of moderate to vigorous activity per day	Several hours of light physical activities per day

Avoid sitting for extended periods³



For more information about the Movement for Movement campaign, visit www.api-play.org.

The Association of Play Industries (API) is the lead trade association for the UK play sector. Its member companies are the UK's leading providers of outdoor playground equipment; indoor play equipment and safety surfacing for schools, local authorities, parish councils, leisure attractions, holiday parks, housing developments, hospitality venues and commercial enterprises.

References

- ¹Ofcom, Children and Parents: Media Use and Attitudes Report. Research report: 29 November 2017
- ²Association of Play Industries Nowhere to Play: obesity warning as playground closures go into freefall, 2016
- ³Sigman, A. We Need to Talk: screen time in New Zealand, 2015
- ⁴Cooper, A. R., Page, A. S., Wheeler, B. W., Hillsdon, M., Griew, P., & Jago, R. (2010). Patterns of GPS measured time outdoors after school and objective physical activity in English children: the PEACH project. International Journal of Behavioural Nutrition and Physical Activity