



STATE OF HAWAII
DEPARTMENT OF HEALTH
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Written Testimony Only in SUPPORT of S.B. 433, SD1
RELATING TO SCREEN TIME AWARENESS.

SENATOR DONOVAN M. DELA CRUZ, CHAIR
SENATE COMMITTEE ON WAYS AND MEANS

Hearing Date: February 25, 2019

Room Number: 211

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

4 **Department Testimony:** The Department of Health supports Senate Bill 433 Senate Draft 1
5 (S.B. 433, SD1) relating to the creation of a social marketing campaign regarding the effects of
6 screen time on children and teens; as long as it does not negatively impact the Governor's
7 Executive Biennium Budget request.

8 The Department, in partnership with the Department of Education (DOE) and University of
9 Hawaii, collects and reports on screen time by middle and high school students. The screen time
10 data is a proxy measure for sedentary behavior that is displacing physical activity. More than
11 four out of five of high school and middle school students played three or more hours of video
12 games on an average school day. However, less than one of five high school students, and less
13 than two of five middle school students met the federal physical activity requirements of sixty
14 minutes of physical activity a day, and muscle-strengthening activities on three or more days a
15 week.¹

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

¹ [Youth Risk Behavioral Survey 2017, ibis.hhdw.org](http://youthriskbehavioral.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 a social marketing campaign to promote leisure-time physical activity as an
3 alternative to screen time for children and. The Department would rely on existing tested
4 interventions. The CDC conducted VERB an extensive social marketing campaign directed to
5 children across the continental U.S. aged nine to thirteen years of age. Those who reported
6 seeing more of the VERB messages showed a dose-response increase in physical activity.^{8,9}
7 Evidence shows that using positive messaging to motivate participation in physical activity has
8 been more effective than promoting the health costs of inactivity and would align the
9 intervention with evidence-based social marketing strategies.¹⁰

10 Thank you for the opportunity to provide testimony.

11

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

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SB-433-SD-1

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Testimony for WAM on 2/25/2019 10:30:00 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: