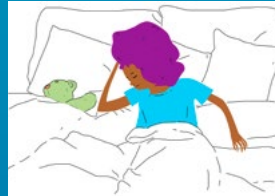


UK Chief Medical Officers' advice for parents and carers on Children and Young People's screen and social media use

Technology can be a wonderful thing but too much time sitting down or using mobile devices can get in the way of important, healthy activities. Here are some tips for balancing screen use with healthy living.

Sleep matters

Getting enough, good quality sleep is very important. Leave phones outside the bedroom when it is bedtime.



Sharing sensibly

Talk about sharing photos and information online and how photos and words are sometimes manipulated. Parents and carers should never assume that children are happy for their photos to be shared. For everyone – when in doubt, don't upload!



Education matters

Make sure you and your children are aware of, and abide by, their school's policy on screen time.



Keep moving!

Everyone should take a break after a couple of hours sitting or lying down using a screen. It's good to get up and move about a bit. #sitlessmovemore



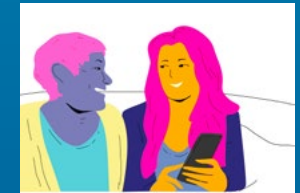
Safety when out and about

Advise children to put their screens away while crossing the road or doing an activity that needs their full attention.



Talking helps

Talk with children about using screens and what they are watching. A change in behaviour can be a sign they are distressed – make sure they know they can always speak to you or another responsible adult if they feel uncomfortable with screen or social media use.



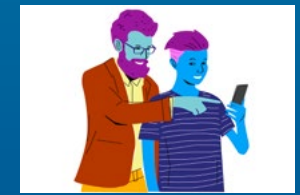
Family time together

Screen-free meal times are a good idea – you can enjoy face-to-face conversation, with adults giving their full attention to children.



Use helpful phone features


Some devices and platforms have special features – try using these features to keep track of how much time you (and with their permission, your children) spend looking at screens or on social media.



Media Lives by age: a snapshot

Below is a snapshot of how children use and interact with media devices and services, split by age.

3-4s



1% have their own smartphone, 19% have their own tablet.

96% watch TV on a TV set, for **14h a week**.

30% watch TV on other devices, mostly on a tablet.

36% play games, for nearly **6¼h a week**.

52% go online, for nearly **9h a week**.


69% of these mostly use a tablet to go online.

32% watch TV programmes via OTT services (like Netflix, Now TV or Amazon Prime Video).

45% use YouTube, 80% of these say they use it to watch cartoons while 40% say funny videos or pranks.

1% have a social media profile

5-7s



5% have their own smartphone, 42% have their own tablet.

97% watch TV on a TV set, for around **13¼h a week**.

44% watch TV on other devices, mostly on a tablet.

63% play games, for around **7½h a week**.

82% go online, for around **9½h a week**.


67% of these mostly use a tablet to go online.

44% watch TV programmes via OTT services (like Netflix, Now TV or Amazon Prime Video).

70% use YouTube, 65% of these say they use it to watch cartoons while 61% say funny videos or pranks.

4% have a social media profile.

8-11s



35% have their own smartphone, 47% have their own tablet.

94% watch TV on a TV set, for nearly **13h a week**.

43% watch TV on other devices, mostly on a tablet.

74% play games, for around **10h a week**.

93% go online, for around **13½h a week**.

45% of these mostly use a tablet to go online, with 24% mostly using a mobile.


43% watch TV programmes via OTT services (like Netflix, Now TV or Amazon Prime Video).

77% use YouTube, 75% of these say they use it to watch funny videos or pranks while 58% say music videos.

18% have a social media profile.

40% who own a mobile are allowed to take it to bed with them, it's 28% among tablet owners.

12-15s



83% have their own smartphone, 50% have their own tablet.

90% watch TV on a TV set, for around **13¼h a week**.

62% watch TV on other devices, mostly on a tablet or mobile.

76% play games, for around **13¼h a week**.

99% go online, for **20½h a week**.

53% of these mostly use a mobile to go online, with 23% mostly using a tablet.

58% watch TV programmes via OTT services (like Netflix, Now TV or Amazon Prime Video).

89% use YouTube, 74% of these say they use it to watch funny videos or pranks with same proportion saying music videos.

69% have a social media profile.

71% who own a mobile are allowed to take it to bed with them, it's 61% among tablet owners.

from Ofcom Children and Parents Media Use and Attitudes Report - January 2019