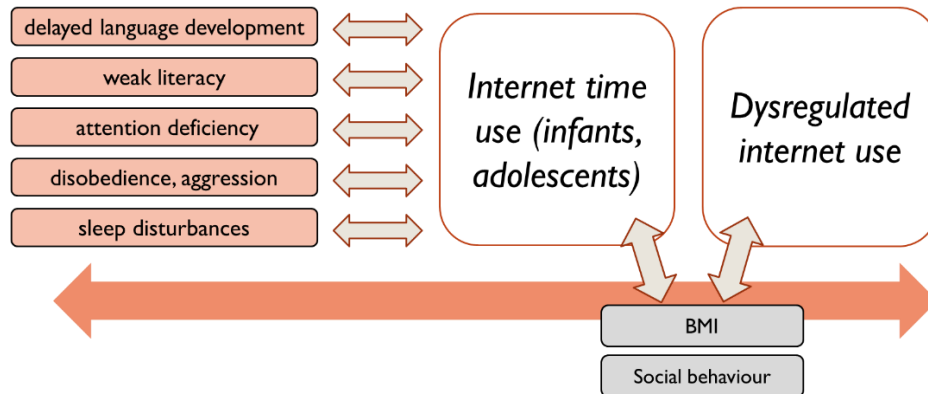




Media-Balance - Digitale Fürsorge in der Frühen Kindheit

1) Importance

a) Blick-Media Study



b) International Studies

- Meeting TST recommendations was associated with the risk of health complaints independent of physical activity level in this study (Keane et al., 2017).
- Parents' own screen time was strongly associated with children's screen time (Lauricella et al. 2015).
- A competent co-viewer appears to boost babies' language learning from screen media (Linebarger et al., 2010).

2) Target Group

- Primary audience: Parents of children from the ages of 0-6 years (kindergarten)
- Secondary audience: Kindergarten teachers

3) Short-term and Long-term Goals

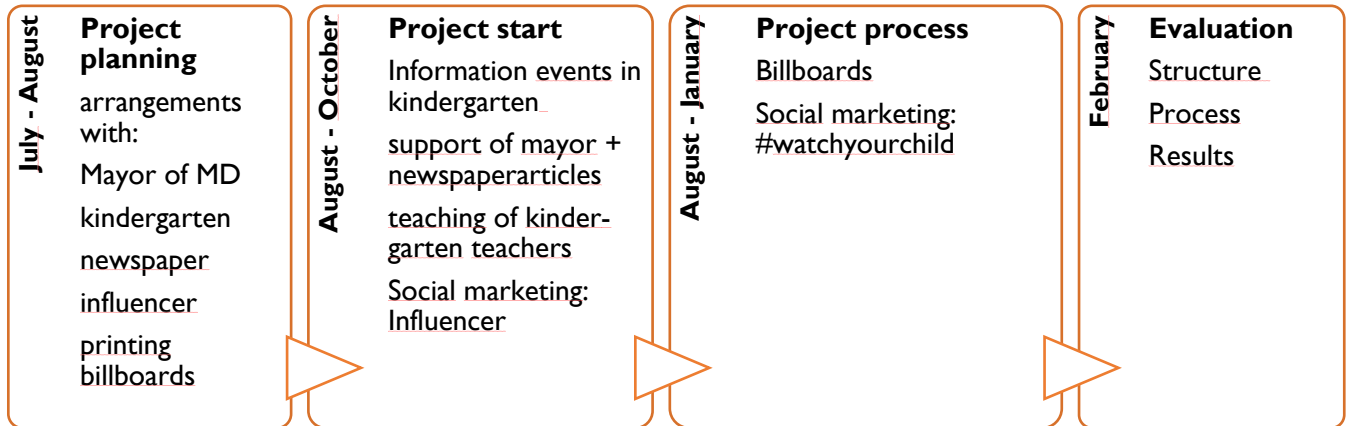
a) Short-term:

- (1) Parents and kindergarten teachers possess knowledge about the appropriate use of digital media.
- (2) Parents and kindergarten teachers are aware of the health effects regarding the inappropriate use of digital media.
- (3) Parents and kindergarten teachers possess knowledge about alternative activities instead of media use.

b) Long-term:

- (1) The number of children who have an inappropriate use of digital media has decreased significantly compared to the results of BLIKK survey.
- (2) The digital media competence of the parents and kindergarten teachers has increased.

4) Campaign Overview



5) Product Examples

- Logo
- Billboards
- Vlogger Video

6) Evaluation

Structure	Process	Results
<u>Resources:</u> <ul style="list-style-type: none"> • project-team • finances <u>Cooperation with:</u> <ul style="list-style-type: none"> • blogger/ influencer • Kindergarten • Mayor of Magdeburg <u>Teaching:</u> <ul style="list-style-type: none"> • Interested multipliers 	<ul style="list-style-type: none"> • Billboards displayed • Info for blogger/influencer issued • QR-codes worked • Info events at kindergartens took place • Info material for kindergartens printed and distributed • Multipliers' training took place 	<ul style="list-style-type: none"> • Number of hashtags • Number of reached parents (info events) • Short survey (parents) • Number of trained multipliers • Newspaper article published • Questionnaire (BLIKK)