

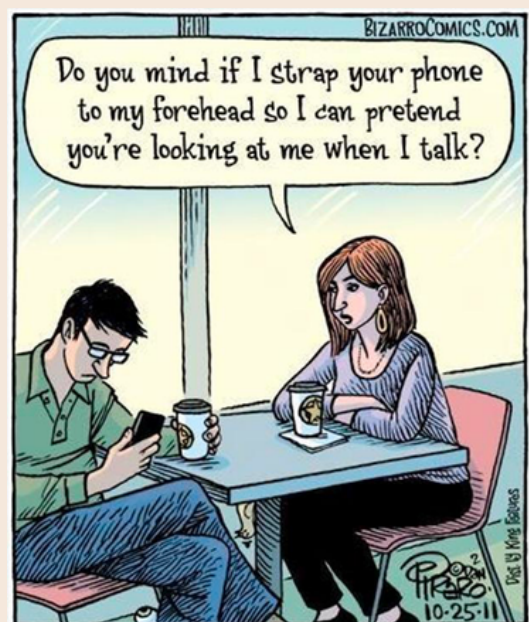
BRAINY GUPSHUP

'Just five more
minutes, okay?'



We hope this Newsletter finds you well and that you've had an incredible summer break filled with relaxation, adventure, and unforgettable moments. As the students join back to school, **BRAINY GUPSHUP** welcomes you back for yet another exciting term.

Looking back at the last decade, a lot has changed and perhaps most prominently it's the amount of time we spend now with our phones and our laptops. In today's fast-paced and digitally driven society, we often find ourselves constantly glued to our devices. It's time to take a step back, unplug, and reconnect with the world around us. We know that you might have thought of a device detox a plenty number of times and have always had the intent to spend more time outdoors, with friends or even with family - but then we are not able to. It's just now become a habit.



Now that the kids are back in school and the screen time battles have resumed, we thought it would be fitting to tackle the topic of technology addiction. Today, however, we want to again consciously want you to rethink the digital time spent (by us and most certainly by our kids) and what can we do about it. So buckle up, parents, because we're about to dive into the wild world of screen time! A good check would be to assess if these characteristics define us-

- **"Ctrl+Alt+Delete" Meltdowns:** We all know that moment in time when you ask your child to turn off their device, and there is cacophony all around. Suddenly it's like you've pressed all the wrong buttons and there is a meltdown! From dramatic screams to ninja-like resistance moves, we've got the best stories from them in confirming and brainwashing us on why is it so important that they need to be on the device at that moment in time.

- **The "Invisible Glasses" Trick:**

We are sure you have managed to discover the secret ninja technique by now- A trick that you have used on your children making them think that you have magical glasses and you can always know when they have excessive screen time. But, in fact, you have the apps, cameras, and other ways to be smarter than them to exactly know how long they have stayed glued to the screen.

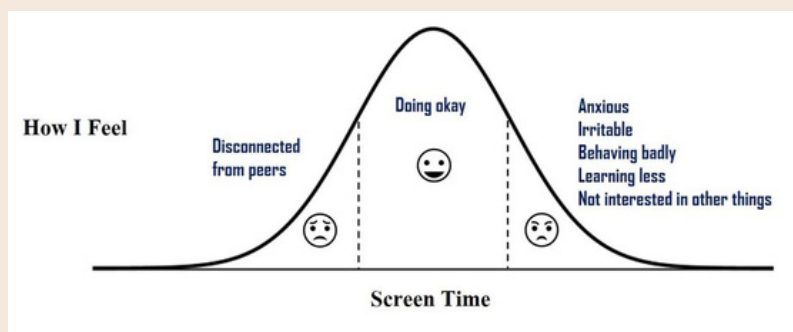


- **The Screen Time Dilemma:** We have had occasions when we have felt tired, upset, sad, and a little guilty about feeling like a hypocrite for scolding our kids about their screen habits while secretly binging your favorite TV series at night? We ourselves might also be screen-loving parents and yet know that embracing being couch potatoes together is not a smart thing to do!
- **Technological Language Mishaps:** Have you felt obsolete, old, and not so smart when you have had your children giggle uncontrollably as you share embarrassing moments of mixed up emojis, acronyms, and Snapchat filters with disastrous results? Kids these days have their own language when it comes to tech, and trying to keep up can lead to some epic failures.

What is the right amount of screen time you can allow?

So what's the ideal amount of screen time? While it sounds like a simple question, experts say the "just right" amount depends on what type of content a person is looking at, how long are they're looking at it, and—maybe most importantly—what they're forgoing in order to spend time on screens. One big concern about it is that screen time can take up so much time from other fun and useful things! So here we are, trying to find the right balance regarding screen time that fits their lifestyle the best. We hope it ensures the healthy development of the kids and leaves time for family bonding and other activities while allowing them to engage in their favorite pastime activities, so no fights at all!

Screening the Screen time: Way back in the last 1990s, Internet use became widespread in the U.S.—researchers started turning up links between time spent on computers and poor mental health. Flash forward two decades, and researchers continue to find connections between heavy screen use and negative outcomes. Research demonstrates that excessive use of blue light can alter our brain wiring and can even interfere with our circadian rhythms. Excess digital use has clearly created more sedentary lifestyles, poor sleep patterns, eye strain, and possible digital addiction.



Not only this, the major concern is that this rewiring of brain structure due to excessive screen time is resistant to change. This is worrisome and we could prevent this from happening. There are many

resources available to help you reduce your child's screen time. The first step is to identify what (timing, duration and content of screen time) would you want to change and why? As parents, we know that reducing screen time is crucial as it interferes with the child's learning and they are spending way too much time on their devices. Yet how can we become more conscious in our parenting and have an authentic dialogue and create routines that gives our children healthy choices to learn, nourish and grow?

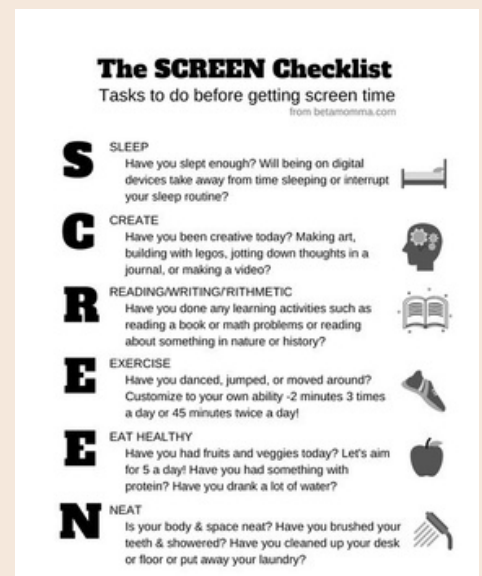
Recommended screen time limits:-

- It's recommended that kids younger than two years of age shouldn't spend any time watching television or using other electronic media (TV/DVDs, computers, and other electronic games).

- For children aged 2-5 years of age, sitting and watching television, and using other electronic media (DVDs, computers, and other electronic games) should be no more than one hour per day.
- For children/young people aged 5-17 years, limit sedentary recreational screen time to no more than 2 hours per day.

Let's have a look at some noteworthy alternatives to screen time

The impact of screen time on children's well-being is a topic of concern and ongoing research. While screens have become an integral part of modern life and offer various educational and recreational benefits, excessive and uncontrolled screen time can have negative effects on children's well-being. So, here we offer you practical tips to manage screen time, highlighting the benefits of alternative activities. Let's dive in!



1 The Power of Balance: It's crucial to strike a balance between screen time and other activities in our children's lives. While screens can provide valuable educational and recreational opportunities, excessive usage may have negative effects. Encouraging a healthy balance ensures our kids have ample time for physical activity, social interactions, and creative pursuits.

2 Set Clear Boundaries: Establishing clear boundaries around screen time can be beneficial for both parents and children. Consider creating a family media plan that outlines when and how screens can be used. This plan can include guidelines such as device-free mealtimes, no screens before homework is complete, and designated screen-free days.

3 Lead by Example: Children are more likely to emulate our behavior, so it's essential

for us to model healthy screen habits. Be mindful of your own screen time and demonstrate the importance of engaging in a variety of activities beyond screens. Show enthusiasm for outdoor play, reading, hobbies, and quality family time to inspire your child's curiosity and interests.



4. Encourage Quality Content: Content and context matter. Not all screen time is created equal. Encourage your child to engage with high-quality, age-appropriate content. Look for educational apps, interactive games, and shows that promote learning and critical thinking. Consider exploring together and discussing their experiences to enhance their understanding of what they consume.

5. Create Screen-Free Zones: Designate specific areas or times in your home where screens are not allowed, such as bedrooms, dining table, dinners or during family outings. By creating screen-free zones, you create opportunities for deeper connections, better sleep, and a break from constant stimulation.

6. Open Dialogue: Maintain open communication with your child about screen time. Discuss the benefits and limitations of screens, address any concerns, and encourage them to share their experiences and challenges. This dialogue allows you to understand their perspective and collaboratively find solutions.



7. Track your time: Today's smartphones come equipped with functions that allow you to track how much time you're spending on various applications. Trying to scale back on screen time could be a good starting point. Having specific time at home working on your laptop, setting time

for social media, and maintaining healthy family TV time during weekdays and weekends when well rationed can free up so much time to really enjoy what you would want to do and not just be numb or addicted to something that you don't really want to be doing.

Family, self, and life is a joyful experience. Cherishing and being conscious of every moment spent wholesomely frees up so much time to enjoy and think creatively. Remember, our goal is not to completely eliminate screens from our lives but rather to find a healthy balance that allows us to enjoy the benefits of technology while

nurturing our well-being. We want the feeling that your technology is improving your life, not detracting from its quality. We hope this newsletter inspires you to embrace "No Screen Time" and explore the wonders that await you beyond the screen.

