



Balanced Technology Management Consultative Services for Governments

Managing balance between activities children need to grow and succeed with technology use

21st Century Questions

Risk management: what is the role of governments in the area of risk management regarding child use of technology products?

Safe technology: what is the role of government in regulating technology production corporations to ensure their technology is “safe” for child use?

Consumer education: should governments be required to educate consumers regarding possible harm to children from product use?

Technology product research: who should do it, and should governments perform independent research to address conflict of interest?

Efficacy of education technologies: what regulatory role should government take in the area of technology product research regarding efficacy guidelines for the education sector?



Above are just a few questions being asked by parents, teachers, health professionals, government and researchers not only in North America, but on a world stage. North American children now use 8 hours per day of combined technologies such as TV, movies, internet, video games, cell phones, iPods and a variety of hand held devices every day.

Research now shows causal links between technology overuse and child obesity, developmental delay, aggression, attention deficit, poor school performance, sleep disorders and social isolation. The US has classified media violence as a public health risk due to resulting child aggression. France has banned all ‘baby TV’ due to resulting delayed development. Regulation through legislation is inevitable, suggesting proactive ‘harm reduction’ measures be enacted immediately by health, education and children/family governments.

21st Century Answers

The first step is for governments to understand the impact of technology products on the healthy development of children in the physical, mental, social and academic domains. Inevitable misuse or overuse of technology products, especially by children, can sustain long term effects. The next step is for governments to enact management initiatives to ensure children balance participation in activities that help them grow and succeed, with technology use, a new concept termed **Balanced Technology Management**.

Balanced Technology Management Consultative Services

Cris Rowan is a pediatric occupational therapist certified in sensory integration who is concerned about the impact of technology on child health. Cris is CEO of *Zone'in Programs Inc.* offering government products, workshops, training and consultation services. In her capacity as a child development expert, Cris is offering the following consultation model governments world wide to address the impact of technology overuse on children. These services will assist governments in designation of child health guidelines to minimize the negative impact of technology on child development and academic performance.

1. *Staff education* regarding the impact of technology use on child physical, mental, social and academic health.
2. *Consumer education* regarding general risks associated with technology products.
3. *Consumer information* regarding effective technology reduction strategies.
4. *Technology product literature* development detailing possible risks inherent in use of technology product.
5. *Technology product modifications* to reduce impact on child physical, mental, social and academic health.
6. *Inclusion of Balanced Technology Management* initiatives in all government sponsored parenting courses.
7. *Community involvement initiatives* to support alternate activities, as well as sponsor a yearly 'Unplug' week.
8. *Liaison with technology production corporations* to attain donations and funding for initiatives that reduce the impact of technology on children e.g. school gym and playground equipment, nature access.
9. *Online help networks* for children who self identify a technology addiction.

Balanced Technology Management Health Approved Status

Cris Rowan offers to partner with government in advancing the development of the **Balanced Technology Management** "stamp of approval" for technology production corporations who meet designated product criteria. This stamp would serve as government endorsed notification to parents, teachers and health professionals that the technology product in question meets BTM criteria of enhancing, and not eroding, child physical, mental, social and academic health.



Zone'in Programs Inc.

Advantages

Contracting *Balanced Technology Management Consultative Services* ensures your government is actively developing child health guidelines to minimize risk of harm from technology products. As Cris Rowan also provides products, workshops, training and consultative services to parent groups, schools, health organizations, researchers, and technology production corporations, government stays abreast of most recent developments regarding the impact of technology on child health and has the opportunity to form partnerships with other 'team players' in this field.

Additional Information

Supporting research can be viewed at <http://www.zoneinworkshops.com/fact-sheet/zonein-fact-sheet/>

Suffer the Children slide show can be viewed at <http://www.zonein.ca/media/SuffertheChildren.pps>

Balanced Technology Management slide show can be viewed at <http://www.zonein.ca/media/CreatingSustainableFutures.pps>