



## Balanced Technology Management Consultative Services for Technology Corporations

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

### 21<sup>st</sup> Century Questions

**Safe technology:** should technology production corporations be required to ensure their technology is “safe” for child use; if so, how?

**Consumer education:** should technology production corporations be required to educate consumers regarding possible harm from product use?

**Negligence:** should technology production corporations be held legally responsible, if they have neglected to inform the consumers of harmful effects from product use?

**Due diligence:** what type of consumer education would be sufficient to achieve “due diligence” necessary to release technology production corporations from legal responsibility?

**Risk management:** what is the role of technology production corporations in the area of risk management?



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 technology production corporations.

### 21<sup>st</sup> Century Answers

The first step is for technology production corporations to understand the impact of inevitable misuse of their products, especially by children who stand the chance of sustaining long term effects. The next step is for technology production corporations 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 both *Sunshine Coast Occupational Therapy Inc.* offering workshops, training and consultation services, and *Zone'in Programs Inc.* offering educational products designed to address the impact of technology overuse on children. In her capacity as a child development expert, Cris is offering the following consultative services to technology production corporations. These services assist the corporation in performing due diligence to meet designated child health guidelines and enhance, as opposed to impair, child health.

1. *Product information literature* detailing possible risk
2. *Product modifications* to enhance child physical, mental, social and academic health
3. *Violence reduced* with reward and strategy themes
4. *Community involvement initiatives* to support alternate activities
5. *Online help networks* for addictions

## Balanced Technology Management Health Approved Status

Participating technology production corporations receive the **Balanced Technology Management** "stamp of approval" which notifies parents, teachers and health professionals that their product meets BTM criteria of enhancing child physical, mental, social and academic health.



Zone'in Programs Inc.

## Advantages

Contracting *Balanced Technology Management Consultative Services* ensures your technology production corporation is practicing within child health guidelines to minimize risk to sustainability of not only children, but the corporation as well. As Cris Rowan also provides workshops, training and consultative services to parent groups, schools, health organizations, government, and researchers, your technology corporation stays abreast of most recent developments regarding the impact of technology on child health.

## 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>

## Contact Information

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