The Medium Is the Message: How Electronic Media Are Transforming Our Patients’ World

During the limited time pediatricians have for health maintenance visits, we are asked to address brain development, school readiness, healthy weight, socialization, discipline, and high-risk behaviors. There is, however, a common thread running through all these topics: children’s electronic media use. Peds 21 attendees will hear from leaders in the field about the critical role that media use plays in many of the child health outcomes about which we care the most. Speakers will cover emerging data in an area that's evolving so fast that many of us feel unable to keep up. Learners will return to their practices with new tools to help families establish a media use plan that will reinforce healthy behaviors for life.

LEARNING OBJECTIVES
1) Identify best-available evidence to counsel parents about introducing media to children under the age of 2 years.
2) Identify the powerful role that media play in the disruption of healthy sleep cycles.
3) Evaluate the most recent data on the relationship between media use and prosocial and antisocial behaviors.
4) Analyze the effects that media play in school readiness and academic success, obesity, and high-risk teen behaviors.

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