

BABY & TODDLER SCREEN USE RECOMMENDATIONS



Early screen use can interrupt cognitive, language, and socio-emotional development.

HOW
TO
HELP!

BABY (0-18 MOS.) >> NO SCREENS

- ▶ No phones, tablets, TVs or computers.
- ▶ Avoid background media being left on in baby's environment.
- ▶ Brief video chats with relatives/caregivers are the one exception as these interactions can help babies connect with family members.



Babies who watched TV 2 hours per day are 6X more likely to have language delays.

TODDLERS (18-24 MOS.) >> LIMITED & CO-VIEWED

- ▶ Limited high-quality educational programming watched together (co-viewing). Avoid passive screen use.
- ▶ Choose calm, age-appropriate content and talk about what you are watching.
- ▶ Prioritize play! Focus on sensory and interactive play with plenty of opportunities to read, sing, and move daily.



The brain triples in size from birth to 2 years.

PRESCHOOLERS (2-5 YRS.) >> LIMITED (30-60 MINS/DAY)

- ▶ Max of one hour per day of structured, high-quality, educational content designed for young brains that is thoughtfully paced and interactive.
- ▶ Choose calm, age-appropriate content and talk with your child about what they are watching.
- ▶ Prioritize play! Focus on sensory and interactive play with plenty of opportunities to read, sing, and move daily.



90% of brain growth happens from birth to 5 years.

ENGAGE TOGETHER

Parents should watch, sing, and engage with children during screen time (co-viewing) to promote learning and positive interactions.

REGULATE EMOTIONS

Help your child calm themselves when upset. Avoid using screens as a pacifier. Developing the skill of emotional regulation will help your child for life.

CREATE HEALTHY ROUTINES

Screens should never replace sleep, play, exercise, or in-person time with friends or family. Both parents and children should avoid screens at least one hour before bedtime.



WISCONSIN OFFICE OF
**Children's
Mental Health**

MARCH 2025

Sources: [AAP Policy Statement on Digital Ecosystems, Children, and Adolescents](#) | [Children and Screens Guide for Early Child Development and Media Use \(0-5\)](#) | [OCMH Fact Sheet on Infant and Toddler Mental Health](#) | [Television viewing associates with delayed language development](#)