

HIGH-QUALITY CHECKLIST FOR VIDEOS, SHOWS, & MOVIES



VIDEO DESIGN

- Slow, calm pace of action
- Scenes do not change quickly
- No flashy animations or loud sound effects
- Sounds and music match the visuals
- Lesson is repeated in different ways to help child remember
- Characters talk directly to the child sometimes
- Characters pause to let the child respond
- Doesn't annoy you as the caregiver 😊

BEHAVIORS & STORYLINE

- Story is easy to follow and clear
- Story is appropriate for the child's age and knowledge
- No scary, violent, or hateful behaviors or words
- Characters have positive and friendly behaviors
- Characters speak kindly
- Story shows familiar or realistic places and events for the child

THEMES & LESSON

- Has a specific educational theme or lesson
- Lesson is easy to identify
- Lesson is interesting to the child

HIGH-QUALITY CHECKLIST FOR APPS



APP DESIGN (E-AIMS)

- No distractions or extra bells and whistles
- Do not need to watch ads to keep playing
- Do not need to buy extra upgrades to win
- Child-led activities where the player gets to make choices
- Levels within the app get harder as they go
- Things in the game look realistic
- Situations in the game are familiar or similar to the child's life
- Familiar or repeated characters that the child can get to know
- Encourages playing together through multi-player or turn taking
- Doesn't annoy you as the caregiver ☺

GAMEPLAY

- Open-ended with multiple ways to play the game
- Rules and instructions are clear or app is easy to follow without instructions
- Gestures in the game (like swipe, tap) are things that the child is able to do

EDUCATIONAL LESSON

- Matches the child's interests
- Clear learning goal(s) or lessons
- Age-appropriate games and challenges for what the child knows
- Educational lessons are repeated in different ways

WHAT'S SCARY BASED ON BRAIN DEVELOPMENT



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Keep in mind that this is based on the way children generally develop, and your individual child's experience may differ.

Ages 0-2

Fear loud noises, sudden movement, and strangers

Infants develop the skills to notice when their caregiver is gone and begin to fear strangers. Their world is based in concrete experiences.

Infancy

Sensorimotor Stage

Ages 2-7

Fear make-believe danger, dramatic changes, and scary appearances

Children in this age range begin to develop imagination and can start to guess what will happen next. However, they cannot easily tell the difference between real and pretend.

Early Childhood

Preoperational Stage

Ages 7-12

Fear real events (disasters, losing a loved one) and suggested danger (spooky music, suspense)

By middle childhood, children can tell the difference between real and pretend. They can easily guess what will happen next and understand realistic dangers.

Middle Childhood

Concrete Operational Stage

Ages 12+

Fear human and world issues like loneliness, war, poverty, and global warming

Adolescents understand a bigger view of the world and can think about things they can't see. They can easily use both their own personal experiences and information they have heard from others.

Adolescence

Formal Operational Stage



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WHAT TO SAY IF YOUR CHILD SEES SCARY CONTENT



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5-STEP SCRIPT

We get it, it happens.

Your kids might see something scary on a video or in a game that really scares them. But there are steps you can take to calm some of their fear and worry.

Use this script as a guide to for your conversation afterward.

Please alter this script based on your unique child's development and their individual needs.

The key is to create a safe and open space for your child to express their feelings and for you to provide comfort, reassurance, and guidance.

1. Listen to their Feelings

Try not to say things like "Don't be scared!". Instead, hear them out and talk about their experience. For example, "I can see you're feeling worried. Do you want to tell me about it?" Listen and repeat back the feelings they describe.

2. Explain their Feelings

Explain to the child why they feel scared from what they saw. For example, "That ice monster was really big and loud. I can see why that scared you."

3. Reassure their Safety

Explain that what they saw on screen is not a threat in real life and that they are safe. Say things like, "That ice monster is only in the movie, not here. Monsters actually aren't real, and I would never let anything like that near you. You are safe, it's my job to keep you safe."

4. Give them Tools for Next Time

Remind your child that if something feels too scary for them, they can use their words and tell an adult, look away, cuddle their lovey, etc.

5. Redirect their Attention

Shift the conversation to something positive. If possible, try to switch to a different activity and place. Be involved and give your child the comfort of your presence. You could try to take them to a different area of the room to read their favorite story, sit at the table and draw together, go outside for a walk or to blow bubbles - whatever you and your child enjoy!



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