

bink

Using
digital
media
wisely

happily 
growing
together

Smart with screens:
The Bink way

Smart with screens: how we do it at Bink

Children are growing up in a world full of screens. At home, at school, and on the go. They watch videos on tablets, play games, video call their grandparents, and see their parents using smartphones to navigate. Digital media has become an everyday part of life.

Parents often ask us how we handle screen time. This folder explains our approach. You'll read how we use digital media: not too much, always with guidance, and always with your child's development in mind.

Our view on digital media

Children learn through play, discovery, and movement. That's why we offer daily activities that encourage them to collaborate, be creative, and stay active.

Digital media can be a valuable addition. Think of an educational app, a digital picture book, or a creative program. But it doesn't replace play where children move, imagine, and play together.

We believe it's important for children to learn how to use media wisely. Parents are their most important role models, but we support that learning too. Together with the children, we look critically at what they encounter online and explain that not everything you see on the internet is true.


We also talk about online behavior — how people aren't always kind online — and help children learn how to deal with that.

How we use digital media?

Digital media are not a fixed part of our daily program. Play, movement, and discovery always come first.

When we do use media, it's to support an activity, to clarify something or explore a topic more deeply. A pedagogical professional always provides active guidance.





We carefully select the digital media we use. We consider the child's age, their needs, and the theme in the group.

We often combine digital media with movement, play, or creative activities. This helps us keep a healthy balance: a little screen time, but mostly active play.

Media use by age

0 - 2 years | Babies and toddlers

No screens for the youngest children. We focus entirely on play, movement, and discovery.

2 - 4 years | Preschoolers

We occasionally use digital media in small groups, for no more than 15 minutes at a time, and always with adult guidance. For example:

- A cheerful video or song from *Mevrouw Muziek*
- A digital storybook linked to a *Uk & Puk*-theme
- A short dance video to move along with it.

✓ Short, educational videos can support preschoolers' language, focus, and movement.

4 - 8 years | Young children

We use digital media occasionally in this age group – up to 30 minutes a day, always with a clear purpose and adult supervision. For example:

- Reading a digital book together
- A dance game like *Just Dance*
- An educational app related to a group theme
- Age-appropriate games on the iPad

✓ These activities support language, teach children to find information, and build digital skills through play.

8 - 13 years | Older children

We use digital media creatively and interactively at this age, for a maximum of 30 minutes a day. For example:

- Making videos with a GoPro or green screen
- Looking up a recipe and cooking together
- Creating a quiz or digital comic using an app
- Age-appropriate games on the iPad

✓ These activities help children collaborate, present ideas, and think critically.



Our staff always supervise media use. With games like *Mario Kart*, we observe from a distance.

We stay well within national guidelines for screen time. On study days or during holidays, we sometimes do something extra with media, like watching a film together or working with a digital theme. In those cases, screen time may be a little longer.

We don't use social media. Platforms like TikTok, Snapchat, and YouTube are meant for children aged 13 and up, and we respect that age limit.

Mindful media use

Our pedagogical professionals use media that match each child's age and development. They actively engage, ask questions, and talk with children about what they're seeing and doing.

This way, we help children not just use media, but think critically about it. *What are you seeing? What does it mean? Is it real or not?*

Step by step, we guide them toward media awareness.



Online safety and clear agreements

No personal devices during care

Children keep their phones, tablets, or game consoles in their bags, or we store them safely. This way, they can play without distractions.

Smartwatches

Smartwatches are allowed, as long as notifications are turned off. If that's difficult, we'll find a solution together. For example, by storing the watch safely during the day.

Contact during care

We kindly ask parents not to call or message their child during childcare hours. Want to check in? Feel free to call the group directly. Children who go home or to sports independently can use their phone again once they leave.

Online safety

We use internet filters and talk with children about safe online behavior. How do you spot fake news? How do social media affect how you feel? Step by step, we help children become media-wise.

Working together with parents

Media education is something we do together. We're always interested to hear how you handle digital media at home, and we're happy to share how we approach it at childcare.

During parent meetings and in our newsletters, we offer practical tips for use at home. If you ever notice that media use — at home or with us — is affecting your child's behaviour or well-being, we're happy to talk about it with you.

Together, we can help your child find a healthy balance with media.

Questions?

Do you have questions about media use at our childcare centre? Or would you like to discuss something? Feel free to contact your child's pedagogical professional or the location manager.

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