

IKIDS NEWSLETTER

AUTUMN 2025

Welcome to our first newsletter!

Dear Parents and Early Years Practitioners,

Welcome to our very first iKids newsletter, and thank you for your continued support. We're excited to keep you updated as the project progresses and to share news about upcoming opportunities to get involved.

In this newsletter, we want to share a **new study opportunity** to understand how children use tablets and smartphones at home. This new study will include **£100 in vouchers** as a thank you for your time.

Also, for some parents, **follow-up data collection is approaching**. In this issue, you'll find a **quick link to update/ confirm the information** we hold for you and your child (including childcare setting details).

We're still actively recruiting parents and early years settings. If you know a friend, colleague or setting that may be interested in taking part, more information is included below!

New Study Looking for 3 – 5 Year Olds!

We are excited to announce a new study led by our Research Fellow, **Dr Eleanor Craig!**

Our goal is to understand the context in which screen devices are used, focusing on the everyday factors that influence screen time in family life. Through this study, we aim to learn more about how device usage fits into the daily routines of children aged 3 to 5 years.

What's involved:

- A 10-minute questionnaire and interview with parents
- Video and audio recording of your child's screen time while at home
- On completion of the interview, families will receive **£100 in vouchers**
- Each child will receive a **personalised thank-you gift worth £50**



We'd be happy to meet you at a time and place that's convenient to discuss the study further. If you are interested, please let us know by following this link <https://tinyurl.com/iKidsStudy3> or contact at **iKidsResearch@SHU.ac.uk** or on **07765830197**.

CURRENT STUDY UPDATES

1 Year Follow-Ups Start Soon!

It's nearly a year since we first visited some of you!

Some children may now attend a different childcare setting, or your contact details may have changed.

If you worked with us via your childcare setting before July 2025, please take a moment to update your information using [this link](#).



Even if nothing has changed, confirming your details helps keep our records accurate and ensures we can contact you for follow-up activities.

How things are going

We're still collecting data, so we don't have findings to share yet. However, we wanted to update you on our progress and thank everyone who has taken part so far.

How we're finding families to participate:

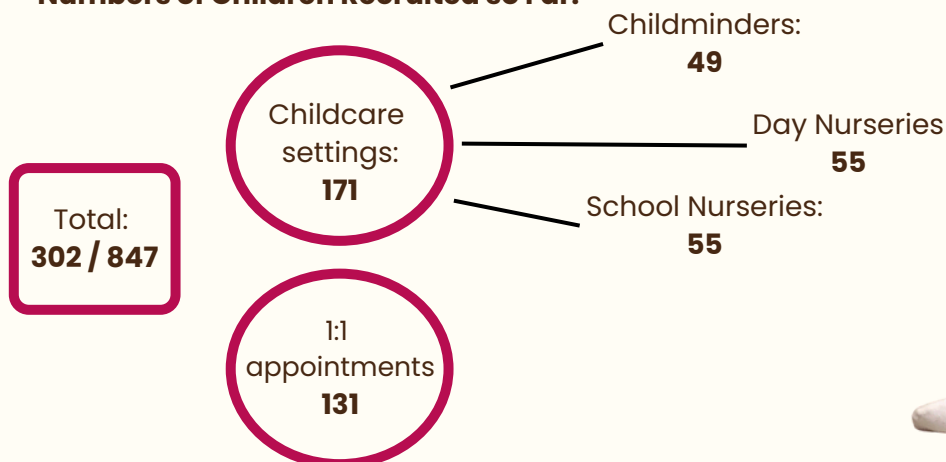
1. Early Years Settings:

- Childminders, school nurseries, and day nurseries.
- We complete activities with children during a visit to their setting.
- Parents complete questionnaires and install the EARS digital activity app at home.

2. One-to-One Family Appointments:

- Available at Family Hubs, university campuses, and other community venues.
- All child and parent activities are completed on the same day. At home, children wear the belt and parents ensure the EARS app keeps running.

Numbers of Children Recruited so Far:



We've had outstanding involvement from across different areas:

- South Yorkshire (Sheffield, Rotherham, Doncaster, Barnsley)
- West Yorkshire (Kirklees, Calderdale, Bradford, Wakefield, Leeds)
- Derbyshire • Nottinghamshire

NEW – Information Videos!

We've created short videos to walk families and childcare settings through exactly what participation involves.

A huge thank you to our amazing volunteers who starred in these!

- [Video for Childcare Settings](#)
- [Video for Parents @ Childcare Settings](#)
- [Video for Parents @ 1:1 Appointments](#)



What's next for Study 2?

Baseline Data Collection Extended until April 2026!

This means there's still plenty of time for families and early years settings to join. Please feel free to pass our details on to anyone who may be interested.

Share this link if you know of a new early year setting that might want to take part:

www.tinyurl.com/iKidsInterest

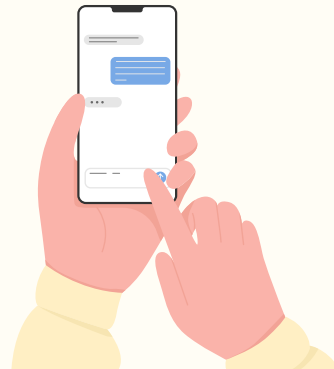
Share this link if you know a parent/carer of a 3 years old that might want to take part:

www.tinyurl.com/iKidsJoin

Partnering with Local NHS Organisations

Soon, GP practices in West and South Yorkshire will help us share information about the study.

Families with a 3-year-old will receive an SMS invitation to attend a 1:1 appointment at a local venue.



Review of Existing Research – Completed!

We examined **14,403 research studies** and selected **32** that examined factors associated with young children's (0 to 6 years old) use of tablets and smartphones. We have submitted our findings to the **British Medical Journal of Public Health** and are currently awaiting feedback from other academics.

In our analysis, we identified **96 factors** that have been investigated across these studies. We grouped these factors into a few different categories: individual (child), family, childcare, and neighbourhood. We will keep you informed about the findings once the study is published in an upcoming newsletter.

IKIDS TEAM NEWS

Our Team Has Grown!

We've welcomed several new members to the iKids Team this year!



Prof Liane Azevedo
Project Investigator



Dr Amy Hughes
Research Fellow



Dr Colette Marr
Research Fellow



Dr Eleanor Craig
Research Fellow



Osla Campbell
Research Assistant



Emma Lake
Research Assistant



Rachel Stamper
Research Assistant



Ann Charlett-Day
Senior Administrator

The iKids Team Are Spreading the Word!

We published the protocol for our study in the ***British Medical Journal - Open***.
You can read the protocol [by clicking here](#).

Back in May 2025, our team attended the **National Day Nurseries Association Conference** in Liverpool, sharing details of the project with early years professionals from across the country.



Lovely Feedback From Parents!

We've had wonderful comments from families and childcare settings taking part in Study 2.

"After dinner last night she was role playing the tests she had done with you guys and making her me and her daddy do them so she must have enjoyed it 😊"

"Kids at nursery loved the belt - one called it fabulous!...We read the Super Hero Sam story tonight as one of her two activities and when asked to choose a book or jigsaw for the other bedtime activity she chose to read about Super Hero Sam again!"

"Child has spoken about Emma (Research Assistant) fondly today, he definitely enjoyed it!"

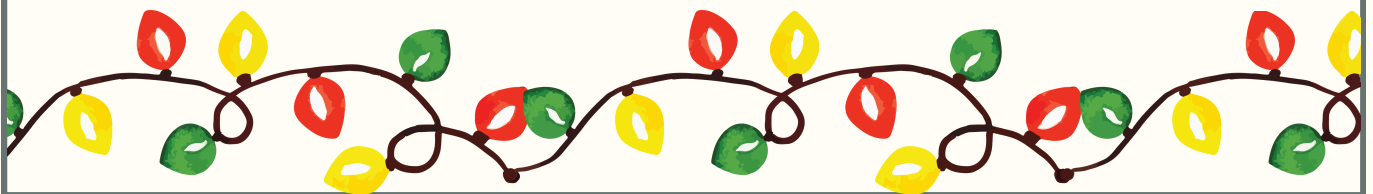
"Child loved wearing his 'magic belt!'"

If you'd like to share your experience, we'd love to hear from you! **[Please click here.](#)**

Thank You!

We are so grateful for your time, interest, and contribution to iKids. Your participation is helping us build a more accurate and meaningful understanding of young children's digital experiences.

From all of us at the iKids team -
Have a lovely Christmas break and a wonderful New Year!



Contact Us!

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Created by
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