



## Habyts® Ends Screen Time Battles for Families of Kids with ADHD

*Habyts is the family habit-building app that automates screen time and other rewards to motivate kids...without nagging or yelling. Habyts combines practical parental controls with a unique 'points and privileges' system to stop screen time battles (before they start).*

Introducing Habyts®, the family habit-building app that helps parents of ADHD kids as they struggle to manage screen time, eliminate homework distractions, and motivate their kids. Based on guidance from some of the world's leading ADHD experts, Habyts builds 21<sup>st</sup> century digital habits by regulating digital usage and letting kids earn their screen time and other privileges through a unique 'points and privileges' system.

Following two and a half years of trials with over 100 families across the US and the UK, Habyts manages screen time while motivating kids to do homework, finish chores and build good habits. Habyts is available via [www.habyts.com](http://www.habyts.com) as well as the Apple App Store.

Research\* now suggests that 'tweens' (ages 8-12) average up to 4:36 hours of screen time per day, excluding time spent using media for school or homework. (The average is 6:40 hours per day for teens). There are also suggestions that up to 25% percent of the ADHD population experience Internet addiction.\*\*

Many kids have trouble managing their own screen time. But ADHD can make it even harder for kids to avoid excessive gaming, social media and other digital distractions. ADHD turns typical screen time issues into big issues. Screen time self-control depends on the brain's executive function – and ADHD undermines executive function. Habyts encourages the child's independence, whilst allowing parents visibility of their activity.

With Habyts, a number of ADHD specific issues can be resolved:

- **Time Management:** ADHD can make it hard to keep track of time. Kids can hyperfocus and spend many hours in front of screens
  - **Habyts** easily enforces sensible time limits, schedules and rules across multiple devices
- **Impulse control:** Kids with ADHD may be more likely to engage in risky online behaviour like watching inappropriate videos and sexting
  - **Habyts** filters harmful websites and protect kids
- **Sleep:** Winding down at bedtime can be challenging for kids with ADHD. Screen time can make it even more difficult
  - **Habyts** easily enforces bed time limits and schedules
- **Inattention:** Kids with ADHD can get lost in a game and forget they have tasks they need to be doing
  - **Habyts** requires daily tasks to be done before screen time
- **Homework distractions:** Having digital entertainment just a click away makes it even more challenging for kids with ADHD to stay focused



- **Habyts** blocks out hard-to-resist homework distractions, even when doing homework on the computer
- **Low self-esteem:** Kids with ADHD usually experience much more negative than positive feedback – resulting in a cycle of internal shame and external blame
  - **Habyts** lets parents instantly reward points for progress – no matter how big or small, which can be redeemed for both screen and non-screen rewards
- **Frustration and emotional outbursts:** Daily frustration and a lack of impulse control can result in high emotion for kids with ADHD
  - **Habyts** acts as an objective time keeper and enforcer, reducing some of the potential emotional conflict
- **Transitions:** All the on-screen excitement makes it even more challenging to transition off screens when time is up
  - **Habyts** automatically provides minute-by-minute countdowns and warnings to ease the transition off screen time
- **Self-regulation:** Kids with ADHD struggle to develop the good habits to carry into adulthood
  - **Habyts** combines automation and motivation to create the consistency kids with ADHD need to develop good habits for life

Cynthia Crossley, co-founder of Habyts, explains that “kids default to hours in front of Minecraft, Facebook and other digital entertainment simply out of habit. To break the pattern, we need to overwrite old habits with new ones. Parents can do that with Habyts by setting tasks to be completed before screen time is allowed, and then managing key aspects of the screen time (duration, content, etc.). It’s a straightforward way to teach good life habits, while at the same time limiting the damage from excessive screen time.”

Globally renowned child and adult psychiatrist Dr Edward Hallowell, M.D. says, ‘Habyts is an effective tool because it does more than just limit screen time. Rather, Habyts teaches kids to self-regulate and motivate themselves, with set tasks and rewards, without the need for nagging. Positive attitudes to screen time at an early age help children form positive habits. This leads to healthy relationships, academic achievement and better social skills both on and off-screen, in adult life.’

Try it out today by signing up at [www.habyts.com](http://www.habyts.com).

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For more information, contact Vic from Habyts at [contact@habyts.com](mailto:contact@habyts.com) or call +(44) (0)203 865 1884 (North America: 0044 203 865 1884. For logos, screen shots, and fact sheets, please see our Press and Media Page: <https://habyts.com/press-and-media/>

Sources

\*Common Sense Media

\*\* Managing Screen Time by Martin L. Kutscher, MD, and Natalie Rosin, CASAMHC

About the founders:



Husband and wife team Andy and Cynthia Crossley co-founded Habyts in 2014. Cynthia is a former corporate career woman having worked for a number of blue chip companies including Microsoft, Merrill Lynch, Gemini Consulting, and Goldman Sachs. She holds a BA from the University of Chicago and a MBA from Stanford Business School. Andy is a seasoned entrepreneur with a background in engineering and management from Cambridge University. He worked for a strategy consultancy and later for high-tech companies in California's Silicon Valley and the UK before starting out on his own. Andy runs a portfolio of successful businesses, including Habyts.

As the parents of three boys, Cynthia and Andy used to face daily battles when it came to regulating screen time. They soon recognised that this is the first generation of parents trying to manage internet technology, 'screen sucking', and Digital Natives – and that a new approach was needed. The husband and wife team researched hundreds of parenting tools and techniques, and worked with a number of experts and families from around the world. The end result is Habyts, a full-featured tool which puts families in charge of their tech, and not vice-versa.

Cynthia and Andy Crossley are also the founders of ADDspark, an organization created to support parents, adults and professionals managing ADHD.