

New study shows outside play is critical to childhood development.

Inflatable party games may be the first step towards healthy kids



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The old adage of "you are what you eat" may be true enough for adults, but the statement "outside play keeps the shrinks away" may be the new claim for young parents of young children. In recent years with the increase of mobile devices, video games and interactive play online, youngsters are more enamored with "screen time" than ever before.

A recent [study](#) found that *"parents with young children seem aware that screen time needs to be limited, and they place a premium on outside play."* The study revealed that the lack of outside play is an ever growing problem and its affecting childhood development. Children who spend the bulk of their time on screen were more fearful, depressed and showed far more signs of social insecurity and irritability. Some parents believe that the lack of outdoor play is a direct cause of school-related problems like focus and creative thinking.

The study found that activities such as climbing, running, jumping, and simple imagination play had a positive impact on a child's emotional state. Reducing signs of depression, loneliness, and overall mood.

Does getting active makes for happy kids?

A local party rental company [Texas Party Inflatables](#) owner Tom Mahaney was asked if the increase in technology has had a negative effect on business? Are more kids just staying in? Tom said, "Actually our numbers are up year after year! We were concerned that we would see a dip, but I've spoken to many parents and they know their children. They see the positive impact after their children spend a few hours on our [moonwalks](#) and [water slides](#). I think the fact that parents are looking to increase outdoor activity for their children is part of the reason we are seeing the increase."

It's still too early to know for sure, but studies show a positive impact when kids get outside regularly. Parents are taking notice and limiting screen time. Parents say an average of 1-2 hours of outside play is ideal and they've seen a positive impact on the emotional and physical health of their kids.

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