



HITN presents Townhall *Los niños y el tiempo en pantalla*: A Practical Guide for Hispanic Families on Healthy Screen Time in Early Childhood

Experts in pediatrics, neuropsychology, and child development offer tools based on American Academy of Pediatrics recommendations to empower parents and caregivers.

[Link to images](#)

Miami, September 11, 2026 — Edye and Vida y Salud, HITN Media's preschool streaming and wellness platforms, present the townhall *Los niños y el tiempo en pantalla (Children and Screen Time)*, a discussion in Spanish-language that addresses one of the most complex challenges of modern parenting: the relationship between preschoolers and electronic devices. The program will air on **Sunday, September 13 at 8:00pm EDT/PDT** on **HITN TV** and will be available for free on **HITNGo** so families can watch it whenever they need to.

Hosted by journalist **Nathalia Ortiz**, the town hall features a timely and much-needed conversation with two specialists—**Dr. Nidsy Mejía Roque**, a developmental and behavioral pediatrician and member of the American Board of Pediatrics, and **Dr. Fernanda Lucchese-Lobato**, a pediatric neuropsychologist—discussing expert testimonials and revealing in-person surveys. The program brings together insights from **Dr. Thresia Gambon**, spokesperson for the **American Academy of Pediatrics (AAP)**; **Matías Dodel, PhD**, professor in the Department of Social Sciences at the Catholic University of Uruguay; and **Lina Acosta Sandaal**, a development expert, psychotherapist, founder of Stop Parenting Alone, and director at KLA Academy in Miami. The surveys were conducted on the ground by parenting blogger **Mariela Irala**.

"This issue is urgent and highly relevant to our Latino audiences: the trends we see in the United States often set the tone globally, and parents need to be empowered with clear, evidence-based information that is guilt free," said **Guillermo Sierra, EVP and Head at HITN Media**. "Both **Vida y Salud** and **Edye**, follow the **American Academy of Pediatrics** recommendations and continuously work alongside parents and caregivers to promote a healthy relationship with technology that prioritizes guidance, context, and content quality—without turning screens into a constant source of conflict."

Los niños y el tiempo en pantalla offers constructive answers and avoids singling out parents while posing key questions: Is it just about screen time, or does content matter too? How do viewing habits and whether children are alone or accompanied shape their experience? What activities and relationships get displaced? When should adults step in, and how can limits be set without turning technology into a constant source of conflict? At the heart of the discussion are the American Academy of Pediatrics digital media guidelines, which invites us to reflect on the quality and context of the digital experience, rather than focusing solely over the number of minutes.



Los niños y el tiempo en pantalla empowers families to make informed decisions. The idea is clear: it's not about being perfect parents, but about being present, staying informed, supporting children, and building a healthier relationship with technology—for both children and adults.

This is the first of many initiatives that **HITN** will roll out on this important topic. “We want to lead the movement, initiate a critically important conversation, and empower parents to manage this challenge for the benefit of their children,” added **Sierra**.

HITN Media and its brands **Vida y Salud** and **Edye** join forces to provide Spanish-speaking families with trusted content on health, wellness, and child development. **Vida y Salud**, through **VidaySalud.com** and as a programming block on **HITN TV**, offers articles, videos, medical resources, and segments that promote healthy habits and informed decisions. **Edye**, a Spanish-language preschool content platform, supports this mission with practical resources, quality entertainment, and evidence-based guidance that helps child development and encourages a healthier relationship with technology.

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Press contact:

Virginia Ariemma

prensa@edye.com

About Vida y Salud

Vida y Salud, developed by **HITN Media**, is a brand dedicated to providing reliable health and wellness content for Spanish-speaking families through its digital platform **VidaySalud.com**, where users can access articles, videos, medical resources, and interactive tools such as “Ask Lisa”, a free chat with doctors supported by artificial intelligence. In addition, **Vida y Salud** is featured as an educational programming block on **HITN TV**, offering segments, interviews, and curated content designed to promote healthy habits, informed decision-making, and the empowerment of the community in all aspects of their well-being.

For more information:

Webpage: www.vidaysalud.com

Instagram: [@vidaysalud_com](https://www.instagram.com/vidaysalud_com)

Facebook: [@VidaySalud.com](https://www.facebook.com/VidaySalud.com)

YouTube: [@HITN Vida y salud tv](https://www.youtube.com/@HITN_Vida_y_salud_tv)

X: [@VidaySalud](https://twitter.com/VidaySalud)

About Edye

Edye, an **HITN Media** brand, is a premium content platform for preschool-age children, which includes an SVOD platform, the pay-TV linear channel **Edye-TV**, programming blocks for broadcast television, and various digital games and activities. **Edye** offers fun and safe content, curated by children's content experts. **Edye** has one of the largest catalogs of internationally recognized quality preschool series, featuring characters much loved by children, as well as games, activities, e-books, and guides to help parents understand the value and benefits of the content. For more than seven years, **Edye** has been



available in Spanish and Portuguese on major digital platforms and devices, as well as through pay-TV, Internet, and mobile phone operators in the United States and Latin America, including Brazil.

For more information:

Website: edye.com

PLAY website: play.edye.com

Google Play: [EDYE](https://play.google.com/store/apps/details?id=com.edye)

App Store: [edye](https://apps.apple.com/us/app/edye/id1444444444)

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About HITN Media

HITN Media is the leading Spanish-language media company offering educational and cultural programming for the whole family. **HITN** reaches more than 35 million households in the United States and Puerto Rico via [DIRECTV](#), [DIRECTV NOW](#), [AT&T U-verse](#), [AT&T TV](#), [AT&T TV Now](#), [DISH Network](#), [Verizon FiOS TV](#), [Comcast Xfinity](#), [Charter Spectrum](#), [Mediacom](#), [CenturyLink Prism](#), and [Altice](#), [Liberty Cable](#) and [Claro \(Puerto Rico\)](#). Download the [HITN GO](#) app, available on Apple, Android, Apple TV, and Roku® with subscription.

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