

**Florida Health Education Standards**  
**Kindergarten through Grade 12**  
*Social Media and Screen Time Benchmarks*

**Kindergarten**

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HE.K.PHC.2.3 Identify safe and unsafe examples of internet use.

Benchmark Clarifications:

*Clarification 1:* Instruction includes safe uses such as playing games, watching appropriate television shows, and learning.

*Clarification 2:* Instruction includes unsafe uses such as sharing private information and interacting with unknown senders.

*Clarification 3:* Instruction includes unsafe screen time leading to health issues.

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HE.K.PHC.3.2 Recognize healthy options to personal health-related issues or problems.

Benchmark Clarifications:

*Clarification 1:* Instruction includes visiting the doctor, obeying safety rules, and practicing emergency preparedness.

*Clarification 2:* Instruction includes limiting screen time and television shows to less than one hour per day to increase physical and mental wellbeing.

*Clarification 3:* Instruction includes reporting unsafe behavior, in person and on the internet, to a trusted adult.

HE.K.CH.3.1 Define healthy and unhealthy choices.

Benchmark Clarifications:

*Clarification 1:* Instruction includes limiting screen time and playing outdoors.

*Clarification 2:* Instruction includes choosing healthy foods.

## Grade One

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HE.1.PHC.1.5 Tell about behaviors that avoid or reduce health risks.

*Example:* Swimming with a buddy and following playground rules.

Benchmark Clarifications:

*Clarification 1:* Instruction focuses on following rules and personal hygiene.

*Clarification 2:* Instruction includes limiting screen time to less than one hour per day to increase physical and mental wellbeing.

*Clarification 3:* Instruction includes reporting unsafe behavior, in person and on the internet, to a trusted adult.

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HE.1.PHC.2.1 Identify how children learn health behaviors from family and friends.

Benchmark Clarifications:

*Clarification 1:* Instruction includes family and parents encouraging healthy behaviors such as eating healthy dinners together, physical activities together, setting bedtimes, and screen time rules.

*Clarification 2:* Instruction includes friends exhibiting positive behaviors such as sharing and kindness.

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HE.1.PHC.2.2 Explain why personal information should not be shared on the internet.

*Example:* Personal information to include address, phone numbers, health information, passwords.

Benchmark Clarifications:

*Clarification 1:* Instruction includes dangers of unknown senders.

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HE.1.CH.3.1 List healthy and unhealthy choices for personal health and safety.

Benchmark Clarifications:

*Clarification 1:* Instruction includes wearing a helmet.

*Clarification 2:* Instruction includes limiting screen time and choosing physical activity.

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## Grade Two

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HE.2.PHC.1.4 Select trusted adults and professionals who can help promote health.

Benchmark Clarifications:

*Clarification 1:* Instruction includes individuals such as family members, educators, and first responders.

*Clarification 2:* Instruction includes identifying who to report suspicious internet behavior to.

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HE.2.PHC.1.5 Recognize healthy practices and behaviors to maintain or improve personal health.

Benchmark Clarifications:

*Clarification 1:* Instruction includes seeking a safe environment and seeking help.

*Clarification 2:* Instruction includes recognizing safe websites to visit and television shows to watch.

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HE.2.PHC.2.3 Describe the attributes of a safe and responsible internet user.

Benchmark Clarifications:

*Clarification 1:* Instruction includes protecting personal information, reporting cyberbullying, and recognizing inappropriate content/contact.

*Clarification 2:* Instruction includes limiting screen time to avoid health risks to vision, sleep quality, and mental health.

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HE.2.CH.3.1 Describe healthy and unhealthy choices.

Benchmark Clarifications:

*Clarification 1:* Instruction includes limiting screen time, including television, safe websites and video games, to less than two hours per day.

*Clarification 2:* Instruction includes nutritional food choices instead of unhealthy food in the cafeteria.

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## Grade Three

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HE.3.PHC.2.3 Understand the positive and negative impacts technology may have on health.

Benchmark Clarifications:

*Clarification 1:* Instruction for positive impacts includes calling 911 when help is needed, medical advances, telehealth, and interacting with peers online in a healthy way.

*Clarification 2:* Instruction for negative impacts includes excess screen time (over two hours per day), overuse of cell phones and computers, and overuse of video games.

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HE.3.PHC.2.4 Identify appropriate and inappropriate uses of the internet and communicating with others through technology.

Benchmark Clarifications:

*Clarification 1:* Instruction for appropriate uses includes completing homework and visiting safe websites with a parent or trusted adult.

*Clarification 2:* Instruction for inappropriate uses includes interacting with unknown users, cyberbullying, and visiting unsafe websites.

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HE.3.PHC.2.5 Identify types of cyberbullying.

Benchmark Clarifications:

*Clarification 1:* Instruction includes sending, posting, or sharing negative, harmful, false, or mean content about someone else online.

*Clarification 2:* Instruction includes sharing personal or private information about someone else.

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HE.3.CEH.1.3 Identify the impact of internet and social media in the community.

Benchmark Clarifications:

*Clarification 1:* Instruction includes positive impact such as spreading awareness and information.

*Clarification 2:* Instruction includes negative impact such as sharing misinformation, cyberbullies, and health risks.

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HE.3.CH.2.1 Describe how the internet and various media/social media outlets influence the selection of health information, products, and services.

Benchmark Clarifications:

*Clarification 1:* Instruction includes food packaging, television ads, billboards, and social media.

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## Grade Four

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HE.4.PHC.2.3 Discuss how technology influences personal thoughts, feelings, and health behaviors.

Benchmark Clarifications:

*Clarification 1:* Instruction includes the negative impacts of cyberbullying.

*Clarification 2:* Instruction includes limiting screen time to less than two hours per day to prevent health risks such as sleep difficulties, mood problems, physical inactivity, and decreased learning opportunities.

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HE.4.PHC.2.4 Discuss how media/social media influences personal thoughts, feelings, and health behaviors.

*Example:* Anti-drug campaigns.

Benchmark Clarifications:

*Clarification 1:* Instruction includes marketing strategies to appeal to specific audiences.

*Clarification 2:* Instruction includes negative effects on mental health, such as social media addiction.

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HE.4.PHC.2.5 Identify health-related consequences of inappropriate and/or excessive internet use.

Benchmark Clarifications:

*Clarification 1:* Health-related consequences include decreased mental well-being, loss of vision, sleep difficulties, and decreased physical activity leading to obesity.

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HE.4.CEH.1.3 Discuss the impact of internet and social media in the community.

Benchmark Clarifications:

*Clarification 1:* Instruction includes positive impact such as spreading awareness and information.

*Clarification 2:* Instruction includes negative impacts such as sharing misinformation, human trafficking, cyberbullies, permanence of social media posts, and social media addiction.

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HE.4.CH.2.1 Recognize ways health messages and communication techniques can be targeted for different audiences through internet and social media sources.

Benchmark Clarifications:

*Clarification 1:* Instruction includes music, television ads, billboards, and social media.

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## Grade Five

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HE.5.PHC.2.3 Explain how technology influences personal thoughts, feelings, and health behaviors.

Benchmark Clarifications:

*Clarification 1:* Instruction includes the negative impacts of cyberbullying.

*Clarification 2:* Instruction includes overuse of screen time leading to mental health challenges, including addiction.

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HE.5.PHC.2.4 Discuss how media/social media influences personal and family health behaviors.

*Example:* Nutrition/diet trends.

Benchmark Clarifications:

*Clarification 1:* Instruction includes marketing strategies to appeal to specific audiences.

*Clarification 2:* Instruction includes social media impact on body image, self-esteem, and self-image.

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HE.5.PHC.2.5 Identify the legal and social consequences of inappropriate social media use.

Benchmark Clarifications:

*Clarification 1:* Legal consequences includes disciplinary action by the school or criminal penalties.

*Clarification 2:* Social consequences include social isolation, decline in academic performance, loss of friendships, and decreased social skills.

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HE.5.CEH.1.3 Explain how community health can be impacted by internet and social media in the community.

Benchmark Clarifications:

*Clarification 1:* Instruction includes spreading awareness and information.

*Clarification 2:* Instruction includes public service announcements on health.

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HE.5.CEH.2.3 Determine how media/social media influences health behaviors and the selection of health information, products, and services.

Benchmark Clarifications:

*Clarification 1:* Instruction includes social media platforms influencing the selection of products.

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HE.5.CH.2.1 Identify ways health messages and communication techniques can be targeted for different audiences through internet and social media sources.

Benchmark Clarifications:

*Clarification 1:* Instruction includes surveys, advertisements, billboards, and social media.

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## Grade Six

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HE.6.PHC.2.1 Analyze how media/social media influences personal and peer thoughts, feelings, and health behaviors.

*Example:* Social media dependence affecting friendships and body image influence.

Benchmark Clarifications:

*Clarification 1:* Instruction includes marketing strategies to appeal to specific audiences.

*Clarification 2:* Instruction includes misconception of “friends” online versus friendship in real life.

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HE.6.PHC.2.8 Describe legal and ethical behaviors when using the internet and social media.

Benchmark Clarifications:

*Clarification 1:* Instruction includes respecting privacy, being honest, and sharing appropriate information.

*Clarification 2:* Instruction includes recognizing and reporting signs of human trafficking and cyberbullying.

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HE.6.CEH.2.3 Examine how media/social media influences peer and community health behaviors.

*Example:* Music lyrics that encourage risky health behaviors, vaping and tobacco ads targeting younger populations, body image influence on social media.

Benchmark Clarifications:

*Clarification 1:* Instruction includes social media platforms influencing health behaviors and practices.

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HE.6.CEH.2.4 Propose ways that technology can influence peer and community health behaviors.

Benchmark Clarifications:

*Clarification 1:* Instruction includes how internet and social media apps influence nutrition and physical activity.

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HE.6.CH.1.2 Investigate a variety of technologies to gather health information.

Benchmark Clarifications:

*Clarification 1:* Technologies include a thermometer, scale, blood pressure machine, and other health related tools.

*Clarification 2:* Technologies may include television, internet, social media, and health-related apps.

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HE.6.CH.2.1 Illustrate ways health messages and communication techniques can be targeted for different audiences through internet and social media sources.

Benchmark Clarifications:

*Clarification 1:* Instruction includes how social media platforms use algorithms to target specific audiences to promote products or services.

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## Grade Seven

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HE.7.PHC.2.1 Interpret the potential impact of media/social media on health behaviors, personal thoughts, and feelings.

Benchmark Clarifications:

*Clarification 1:* Instruction includes social media influence, such as targeted ads, “influencers,” challenges, and trends.

*Clarification 2:* Instruction includes misconception of “friends” online versus friendship in real life.

*Clarification 3:* Instruction includes the permanence of what a person posts online, and how it may affect them throughout life.

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HE.7.PHC.2.7 Describe safe and legal practices when participating in online communities.

Benchmark Clarifications:

*Clarification 1:* Instruction includes online communities such as discussion groups, blogs, and social networking websites.

*Clarification 2:* Instruction includes reporting unsafe activity, reporting dangerous or unwanted activity, reporting cyberbullying, and limiting screen time for personal health.

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HE.7.CEH.2.3 Evaluate how media/social media influences peer and community health behaviors.

*Example:* Music lyrics that encourage risky health behaviors, vaping and tobacco ads targeting younger populations, body image influence on social media.

Benchmark Clarifications:

*Clarification 1:* Instruction includes social media platforms influencing health behaviors and practices.

*Clarification 2:* Instruction includes permanency of sharing materials online.

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HE.7.CH.2.1 Analyze ways consumer health messages can target different audiences through internet and social media sources.

Benchmark Clarifications:

*Clarification 1:* Instruction includes how organizations/companies use a variety of public service announcements, celebrities, social media posts, and platforms.

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HE.7.CH.2.2 Analyze how messages from media/social media influence health behaviors.

*Example:* Examples include sports figures promoting fast food and provocative images on media/social media.

Benchmark Clarifications:

*Clarification 1:* Instruction includes cyberbullying affecting mental well-being.

*Clarification 2:* Instruction includes the compounding influence of “likes” and “comments” on posts and how they activate the reward centers in the brain.

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## Grade Eight

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HE.8.PHC.2.1 Analyze the influences of media/social media on physical, emotional, and social health.

*Example:* Normalization of underage substance use.

**Benchmark Clarifications:**

*Clarification 1:* Instruction includes sleep deprivation influencing increased risk of disease, obesity, and chronic health conditions.

*Clarification 2:* Instruction includes too much screen time leading to loss of cognitive capacity, stress management capabilities, and social skills.

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HE.8.PHC.2.10 Explain the impact of cyberbullying and inappropriate use of social media on personal wellness.

**Benchmark Clarifications:**

*Clarification 1:* Instruction includes the compounding impact on mental and emotional health, such as depression, anxiety, loneliness, social isolation, and susceptibility to human trafficking.

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HE.8.PHC.4.2 Identify strategies to combat cyberbullying and online harassment.

*Example:* Reporting online suspicious behavior, reporting cyberbullying and harassment, maintaining personal security, identifying human trafficking.

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HE.8.CEH.2.3 Analyze how media/social media influences community health behaviors.

*Example:* Ads encouraging substance use in youth populations, language on social media and in music/television shows, fashion trends.

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HE.8.CH.2.1 Evaluate ways consumer health messages and communication techniques can be targeted for different audiences.

**Benchmark Clarifications:**

*Clarification 1:* Instruction includes how organizations/companies use a variety of public service announcements, celebrities, social media posts, and platforms.

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HE.8.CH.2.2 Research marketing strategies behind health-related media/social media messages.

*Example:* Social glorification of substance use, negative body image messaging, and normalization of violence.

**Benchmark Clarifications:**

*Clarification 1:* Instruction includes identifying and researching strategies that media companies use to create trends.

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HE.8.CH.2.3      Analyze the influence of technology on personal and family health.

Benchmark Clarifications:

*Clarification 1:* Instruction includes social marketing for health information.

*Clarification 2:* Instruction includes how technology can positively and negatively influence personal and family health behaviors.

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## Grades Nine through Twelve

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HE.912.PHC.2.1 Evaluate how the influences of social media affect physical and/or mental health, and the ability to make healthy choices.

Benchmark Clarifications:

*Clarification 1:* Instruction includes body image, dietary habits, cyberbullying, and online support presence.

*Clarification 2:* Instruction includes prevention of human trafficking by maintaining personal security.

*Clarification 3:* Instruction includes identification of predatory behavior on the internet.

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HE.912.PHC.2.8 Design a social media campaign that positively influences physical and/or mental health.

*Example:* Memes, public service announcements, reels that promote healthy behavior outcomes.

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HE.912.PHC.2.9 Analyze the impacts of technology and social media on popular culture and personal life.

Benchmark Clarifications:

*Clarification 1:* Instruction includes impact of “influencers” and trends/challenges relating to mental and physical health.

*Clarification 2:* Instruction includes how interactions such as “comments,” “saves,” “likes,” and “shares” on social media can increase the release of dopamine in the brain, similar to other addictive behaviors.

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HE.912.PHC.2.10 Demonstrate ethical and responsible use of technology.

Benchmark Clarifications:

*Clarification 1:* Instruction includes respecting privacy, being honest, and sharing appropriate information.

*Clarification 2:* Instruction includes recognizing and reporting signs of human trafficking, cyberbullying, and other suspicious behavior.

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HE.912.PHC.4.3 Develop strategies to combat cyberbullying and online harassment.

*Example:* Social media campaign for mental health, reporting online harassment and suspicious behavior, spreading awareness.

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HE.912.CEH.2.3 Propose strategies to avoid risks on social media and the internet.

*Example:* Limiting screen time to under two hours a day to avoid physical health risks, reporting messages from unknown senders, not sharing personal information online.

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HE.912.CEH.2.9 Identify computer related laws and analyze their impact on internet safety.

*Example:* Digital privacy, security, intellectual property, network access, harassment.

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HE.912.CH.2.1      Adapt health messages and communication techniques to a specific target audience using various media.

*Example:* Positive messaging in music, creating a positive social media message.

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HE.912.CH.2.2      Evaluate the effect of media/social media on personal and family health.

Benchmark Clarifications:

*Clarification 1:* Instruction includes television viewing habits, consumer skills, susceptibility to ads of health-related resources, and participation in risky behaviors.

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