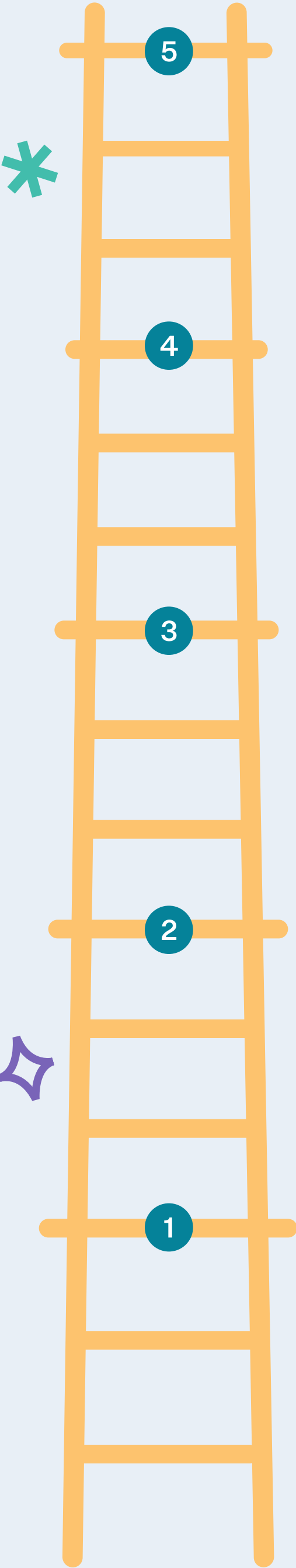


The Connectivity Ladder



Full Smartphone

Ages 15+

Full digital independence, with MyPhone still anchoring the family's home phone service.



44% of teens feel anxious without their phone — a sign of how much preparation matters before handing one over.¹

“...you want [your child] to be an independent, safe smartphone user who knows how to navigate the digital world.”
—Screen Sanity (2026)

Ready to move up when they:

- Finished Rungs 3–4 responsibly
- Keep device-free moments

Managed Smart Device

Ages 13-15

Build real independence with curated apps and parent guidance.



4+ hr/day screen time is linked to 2x the risk of anxiety and 3x the risk of depression in teens.²

“Create a dialogue about what they are watching and what it means to them...”
—Dr. Katherine Williamson, Pediatrician, CHOC (2026)

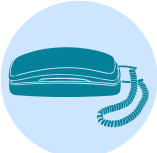
Ready to move up when they:

- Have responsibly used a managed device for 1+ year
- Bring concerns to parents unprompted

Calling-Only Phone

Ages 8-13

A calling-only phone like MyPhone by Ooma is the smarter first step: safety and real connections without distracting apps.



The average child gets a smartphone at 10, but 147,000+ families support delaying until 8th grade.³

“Basic phones are the training wheels of [smart]phones — they're safer for kids right out of the box, with built-in parental controls that are easier to use...”
—Jean M. Twenge, Psychologist (2025)

Ready to move up when they:

- Used a calling-only device responsibly for 6–12 months
- Can talk openly about online risks

Shared Family Device

Ages 6–8

Learn calling basics with a shared family device or a parent-guided MyPhone experience.



Set clear family rules on when, where, and how devices are used, including device-free bedrooms and mealtimes.⁴

“If a child is unable to pull themselves away, they have too much screen time.”
—Dr. Katherine Williamson, Pediatrician, CHOC (2026)

Ready to move up when they:

- Complete chores without reminders
- Understand basic digital safety

No Device

Ages 1-5

Little ones need real faces, real voices, and real play.



0 screen time before 18 months, and no more than 1 hour per day for ages 2–5.⁵

“Children learn through play to connect, synchronize, and take turns.”
—Jonathan Haidt, Social Psychologist, NYU

Ready to move up when they:

- Carry back-and-forth conversations
- Transition away from screens easily

¹(AAP, 2026), ²(AAP, 2026), ³(Wait Until 8th, 2025), ⁴(CDC, 2024), ⁵(Pew Research Center, 2024)
Sources: Common Sense Media 2025 Census · CDC/NCHS Data Brief No. 513 (Oct 2024) · AAP updated guidelines (2026) · Jonathan Haidt, The Anxious Generation (2024) · Wait Until 8th (2025) · Jean M. Twenge, 10 Rules for Raising Kids in a High-Tech World (2025) · CHOC Children's Health Hub (2026) · Pew Research Center (2024)