



Mothers Against
Media Addiction

Who We Are

MAMA is a grassroots movement of parents fighting back against media addiction and creating a world in which real-life experiences and interactions remain at the heart of a healthy childhood.

We envision a world where safeguards are in place to protect children and teens from the harms of media addiction, and kids can grow up without being relentlessly targeted by hidden algorithms and commercial messages that exploit their emotions for profit. In this future, face-to-face human interaction continues to occupy the center of social life, and kids have a right to experience a healthy, balanced childhood in a world where technology serves humanity — not the other way around.

Our Values

- We believe real-world experiences and face-to-face interactions are at the heart of what it means to be human, and that our humanity needs to be prioritized and protected in the face of today's rapidly expanding digital world.
- We believe public interest standards and the regulation of mass media are critically essential and long overdue. We prioritize human well-being and healthy communities over technological innovation and corporate profit.
- We believe media literacy is nothing short of a 21st-century survival skill, and that to preserve the building blocks of healthy learning and relationships, we must be intentional about which technologies we incorporate into our children's lives at various stages of their development.

What We Do

MAMA is a nationwide movement with state-based chapters tackling both national and local advocacy campaigns. Our work is focused primarily on:

- **Parent Education:** helping parents understand the profound role of media and technology in shaping social, emotional, and academic health.
- **Phone-free Schools:** Ensuring school hours remain free for real-life interactions and other forms of learning.
- **Advocating for Safeguards:** Promoting policies that allow kids to grow up with basic privacy protections without being relentlessly targeted by hidden algorithms and commercial messages that exploit their emotions for profit.

Join the MAMA
Movement.



The Facts:

93% of teens

ages 13-17 use social media, with more than **1 in 3** reporting they use it **almost constantly**¹



78% of teens

ages 13-17 report checking their devices **at least hourly**²



237+

number of notifications the average teen receives on their phone **daily**³

4.8 hours

the amount of time the average teen spends on social media **each day**.⁴ Adolescents who use social media more than 3 hours a day face **twice the risk** of experiencing poor mental health outcomes.⁵

2.7 million+

the number of youth **currently experiencing** severe major depression⁶

Suicide

is now the **second** leading cause of death for children **ages 10 to 14**, killing more kids those ages than every type of cancer combined.⁷

1 in 3

number of teen girls who seriously consider attempting suicide—up **nearly 60%** from a decade ago⁸

Sources:

¹Pew Research Center, *Teens, Social Media and Technology*, 2023. ²Common Sense Media, *Technology Addiction Concern, Controversy, and Finding Balance*, 2023. ³Common Sense Media, *Constant Companion: A week in a life of a Young Person's Smartphone Use*, 2023. ⁴Gallup, *Teens Spend Average of 4.8 Hours on Social Media Per Day*, 2023. ⁵U.S. Surgeon General's 2023 Advisory on Social Media and Youth Mental Health. ⁶Mental Health America, *The State of Mental Health in America*, 2023. ⁷Jama Network Open, "Trends in Adolescent Suicide by Method in the US, 1999-2020," 2024. ⁸U.S. Centers for Disease Control, *Youth Risk Behavior Survey, Data Summary and Trends Report, 2011-2021*. ⁹Issue One report, "Social Media Platforms Assemble Influence Army in D.C.," 2024. ¹⁰Common Sense Media, "Teens and Pornography," 2023. ¹¹Béjar, Arturo. Testimony of Arturo Béjar, former Facebook engineering director, to the U.S. Senate Judiciary Subcommittee on Privacy, Technology and the Law, 7 November 2023. ¹²Subcommittee on Privacy, Technology, and the Law, "Written Testimony of Arturo Béjar," 2023. ¹³FBI Sacramento, "Sextortion: A Growing Threat Preying Upon Our Nation's Teens", 2024.

\$30 million

lobbying dollars spent by Meta, ByteDance, X, Snap, and Discord in 2023⁹

71

the number of lobbyists Meta employed in 2023 — about one for every eight members of Congress⁹

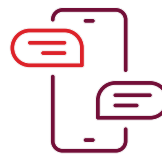


15% of teens

reported first seeing online pornography at age **10 or younger**¹⁰

19% of teens

ages 13-15 reported seeing "nudity or sexual images on Instagram [they] didn't want to see"¹¹



1 in 8

13-15 year olds reported experiencing unwanted sexual advances on Instagram in the previous week¹²

12,600

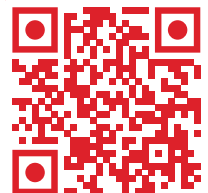
number of children who were victims of sextortion, the act of blackmailing someone using sexually explicit images or videos, from October 2021 to March 2023, according to the FBI¹²

20+

number of children who died by suicide after being sextorted, according to the FBI¹³

Join us:

- Text WEAREMAMA to 53-555
- Donate via credit card, check, Paypal, or Venmo at givebutter.com/MAMA



MAMA!

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

 [joinMAMA.org](https://www.joinMAMA.org)



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About Julie Scelfo

Julie Scelfo is Founder and Executive Director of Mothers Against Media Addiction (MAMA), a grassroots movement of parents fighting back against media addiction and creating a world in which real-life experiences and interactions remain at the heart of a healthy childhood. She is an award-winning journalist, a former *New York Times* staff writer, a media ecologist, and a parent.

Scelfo was moved to start MAMA after learning that suicide is now the number two cause of death for U.S. 10 year-olds, and recognizing how a multitude of factors — including screen addiction and absent regulations — has created an unhealthy, unsafe media environment. Among its initial advocacy efforts, MAMA played a critical role in the passage of first-of-its-kind legislation in New York to protect children from addictive algorithms and predatory data collection on social media.

Scelfo's stories on mental health have been leading the national conversation for decades, from her coverage of men and depression to increasing suicidality among tweens.

In addition to her MAMA advocacy, Scelfo is the author of *The Women Who Made New York*, (Seal Press/Hachette), an inclusive collection of biographies revealing how it was women — and not just men — who built one of the world's greatest cities. She is a frequent public speaker who has made numerous appearances on television, radio and podcasts, and invites you to join her coalition at JoinMAMA.org.



Recent Publications

Violence, bullying, suicide: It's time to fight digital addiction in kids like drunk driving
(NY Post March 30, 2024)

Fox News: Mom against social media addiction says protecting kids goes beyond TikTok
(Fox News March 15, 2024)

Moms' Groups Launches grassroots fight against 'social media addiction'
(The Washington Post March 5, 2024)

Mothers' group protests in front of Meta's offices, calling for Big Tech regulation
(NBC News March 2, 2024)

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