



Mothers Against
Media Addiction

Who We Are

MAMA is a grassroots movement of parents and allies 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.

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 healthy and free from unsafe, exploitative digital products designed to addict.

Our Growing Movement

- MAMA has expanded to **35 chapters in 22 states**, with a growing waitlist.
- Modeled after the success of Mothers Against Drunk Driving, we have won **bipartisan support for legislation to remove smartphones from schools in more than a dozen states**, including AR, FL, NY, SC, TX and VA, plus DC.
- MAMA's recent **state and federal advocacy work** includes helping to pass nation-leading legislation to combat addictive social media feeds and protect kids online; mobilizing support for the Kids Online Safety Act (KOSA); and leading a successful coalition effort to remove a 10-year state AI regulation moratorium from the budget reconciliation package, generating thousands of letters to Congress.

Join the MAMA
Movement.

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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



500+

number of notifications one-fifth of students ages 11-17 receive on their phones **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

5.2 million+

the number of youth ages 12-17 who suffered from at least one **major depressive episode** in the past year.⁶

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, "A Week in the 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*, 2024. 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, Jan 22, 2025 report. ¹⁰Common Sense Media, "Teens and Pornography," 2023. ¹¹Thorn and BSG, "Youth Perspectives on Online Safety," 2023, August 2024. ¹²Subcommittee on Privacy, Technology, and the Law, "Written Testimony of Arturo Bejar," 2023. ¹³National Center for Missing & Exploited Children. ¹⁴Paul Raffile, cyber-intelligence analyst, July 2025.

\$61.5 million

lobbying dollars spent by Meta, ByteDance, X, Snap, and Discord in 2024⁹

300

the number of lobbyists employed by these same six companies – one for every two members of Congress⁹

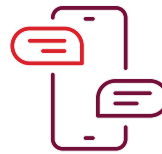


12 years-old

the average age teens report first viewing pornography online¹⁰

10% of teens

know someone who used AI to create sexually explicit images¹¹



1 in 8

13-15 year olds reported experiencing unwanted sexual advances on Instagram **in the previous week**¹²

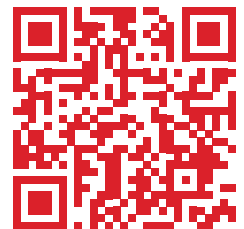
74,137

number of children who were **victims of sextortion**, the act of blackmailing someone using sexually explicit images or videos, between 2021-2024, according to the National Center for Missing & Exploited Children¹³

37

number of minors publicly identified as dying by suicide after being sextorted¹⁴

Donate:



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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.

After years of reporting on youth mental health, Scelfo was moved to start MAMA upon 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 inadequate regulation — has created an unhealthy, unsafe media environment. Under her leadership, MAMA has established 35 chapters across 22 states, with a growing waitlist. 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. MAMA has also helped win bipartisan support for bell-to-bell school smartphone restrictions in more than a dozen states, helped pass age-appropriate design codes, championed social media warning labels and AI safeguards. Recently, Scelfo was recognized by Chief with a 2025 New Era of Leadership Award.

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 only 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 wearemama.org.



In the News

Expert sounds alarm on impact of screen time on children's behavior, mental health (Fox & Friends, June 10, 2025)

Media Addiction Is a Big Problem. Activist Julie Scelfo Founded a Grassroots Movement to Help Parents Fight Back (Maria Shriver's Sunday Paper, April 5, 2025)

Founder of Mothers Against Media Addiction calls for passage of Kids Online Safety Act (CBS Mornings, December 13, 2024)

Mad Moms Stigmatized Drunk Driving. Their Next Target: Social Media (The Information, October 12, 2024)

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