

2025 Impact Report

The Crisis Deepens

The United States remains in a national state of emergency for youth mental health, with statistics that demand immediate action:

- **Suicide is the second leading cause of death** for children ages 10 to 14
- **30% of teenage girls consider suicide**, up from 19% in 2011
- Roughly **one third of teens** say they are on social media “**almost constantly**”
- Using social media more than 3 hours a day **doubles the risk of mental health problems** including depression and anxiety
- **46% of teen girls** report social media makes them feel worse about their bodies
- **70% of teens** report having used an artificial intelligence (AI) chatbot at least once, with nearly a third **using the technology every day**

Parents continue to be trapped between the unchecked technology industry generating billions through addictive design, and a society where profit is valued over children’s well-being. But we’re fighting back, shifting the national conversation and achieving crucial new norms and policy safeguards.

OUR MISSION

Mothers Against Media Addiction (MAMA) is a nonpartisan, grassroots movement fighting media addiction using one of the most powerful forces on earth: parents. Following the successful model of Mothers Against Drunk Driving (MADD), we are moms, dads, and allies (including aunts, uncles, grandparents, caregivers, teachers, and more), united to create a world where real-life experiences and interactions remain at the heart of a healthy childhood.

OUR APPROACH

Through a strategic three-pronged approach, we’re driving systemic change:

GRASSROOTS POWER

MAMA’s impact is driven by a coordinated local and national strategy that activates Chapter Leaders in their own communities to educate parents and advocate for change. **With 40+ Chapters across 22 states**, MAMA equips parents with credible information about the risks of unchecked technology and excessive screen time, while connecting local leadership to shared national learning, resources, and momentum. Together, these Chapters function as a powerful national network.

ADVOCACY

Mobilizing parents to push for phone-free schools, stronger technology safeguards, and policies that prioritize children’s well-being over tech industry profits. MAMA has played a key role in passing landmark social media and artificial intelligence (AI) legislation across the country and **sent over 8,000 letters to state and federal lawmakers** in 2025 alone.

CULTURAL CHANGE

MAMA unites parents, educators, policymakers, and child health experts to demand that digital products meet the same safety standards as other consumer goods. Through a growing national network and partnerships with organizations like Common Sense Media, Heat Initiative, Design It For Us, and the Social Media Victims Law Center, MAMA educates parents and allies through op-eds, events, and webinars. Together, this builds the public understanding and creates the cultural momentum needed to make lasting change possible.



Our 2025 Impact: A Year of Breakthrough Victories

EXPLOSIVE CHAPTER GROWTH

- **40+ Chapters across 22 states** with 50+ Chapter Leaders and Co-Leaders
- **188 new Chapter requests** received this year
- Expanded our grassroots program with 2 new full-time Community Managers and an interim Community Director to support our growing movement



POLICY WINS THAT PROTECT KIDS

MAMA tracked and engaged with **393 bills** across the nation in 2025:

- **18 bills signed into law** that we actively supported
- **19 bills passed** through state legislatures
- **55 bills advanced** through at least one chamber
- **82 bills moved** out of committee

Bell-to-Bell Victory: The phone-free schools movement exploded nationwide, with **18 states and Washington D.C.** enacting legislation or executive orders banning student cell phones for the entire school day, and **16 additional states** limiting phones in classrooms.

STATE-BY-STATE HIGHLIGHTS

- **California:** Passed 3 bills through the legislature, with 2 signed into law including critical artificial intelligence (AI) safety protections
- **Utah:** Passed the Digital Choice Act, empowering families with privacy protections and more control over their children’s digital experiences
- **Florida:** Extended bell-to-bell phone restrictions through middle school, with Palm Beach Chapter leadership helping secure landline pod installations

- **Nebraska and Vermont:** Passed the Age-Appropriate Design Code (AADC), establishing a Duty of Care for tech companies

- **New York:** Enactment of social media warning labels and the RAISE Act, which sets a nation-leading standard for AI transparency and safety; implementation of the Stop Addictive Feeds Exploitation (SAFE) For Kids Act

- **Texas, Virginia, and Washington D.C.:** Successfully passed school bell-to-bell phone-free policies



GRASSROOTS ACTION & COMMUNITY LEADERSHIP

Our Chapter Leaders showed up and spoke out:

- **7 screenings** of the documentary “Can’t Look Away” hosted by Chapters nationwide
- **School Board testimonies** delivered in Seattle, Palm Beach, Brooklyn, Pennsylvania, and beyond
- **Lobbying Days** participation in California and New York alongside Common Sense Media
- **Tabling events** at schools and farmers markets across Washington, Texas, Oregon, New Jersey, Colorado, and California
- **Press conferences and media appearances** in an array of local news outlets
- Participation in **Social Media Victims Remembrance Day** in D.C. and Heat Initiative events at Apple’s D.C. store and Meta’s Manhattan office



MOTHERS AGAINST MEDIA ADDICTION: 2025 IMPACT REPORT

EDUCATION & EXPERT ENGAGEMENT

POLICY WEBINAR SERIES LAUNCHED:

- Legislation 101
- “Big Tech Tried to Kill My Bill” (legislators panel)
- Attorney General panel featuring experts in tech regulation
- Federal legislation overview

EXPERT INSIGHTS SERIES:

- AI & Kids with Meredith Broussard
- Kids and Media Addiction with Emily Cherkin and Dr. Jim Winston
- Real World Experiences with Lenore Skenazy, President of *Let Grow*
- Phone-Free Schools with Superintendent Tabitha Branum and Melanie Hempe of *ScreenStrong*

MEDIA & VISIBILITY

MAMA continued to capture national attention through features in *USA Today*, *Politico*, *Yahoo News*, *The Washington Post*, *The Boston Globe*, *ABC News*, *Fox News*, *BBC*, *NPR* and countless local media outlets. Our leaders spoke at school board meetings, the World Economic Forum, and national conferences, bringing the voice of parents to every stage.

LOOKING AHEAD

We’re not just raising awareness—we’re building momentum, shifting policy, and changing culture. With 2025’s victories behind us and a growing waitlist of communities ready to launch MAMA Chapters, we’re positioned to make 2026 our most impactful year yet.

IN GOOD COMPANY

A special thanks to our incredible supporters at Rockefeller Foundation, Omidyar Network, Reset Tech, and hundreds of parents, teachers, grandparents, and other individuals who make our work possible. We couldn’t do it without you.



JOIN THE MOVEMENT

This work is possible because of parents like you who refuse to accept the status quo. With your partnership, we’ll continue to grow faster, speak louder, and protect more kids.

LEARN MORE

wearemama.org

STAY CONNECTED

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