



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 where real-life experiences and interactions remain at the heart of a healthy childhood.

We envision a future 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.

We believe that face-to-face human interaction should continue to occupy the center of social life, and that kids have a right to experience healthy, balanced childhoods in a world where technology serves humanity — not the other way around.

## Our Growing Movement

MAMA has expanded to more than 40 chapters in 22 states, with a growing waitlist. Modeled after the success of Mothers Against Drunk Driving, we are standing up to a massive public health threat and making change in our homes, our communities and across the nation.

MAMA's recent state advocacy has helped secure nation-leading legislation in CA, NE, NY, SC, and VT to combat addictive social media feeds and protect kids online, as well as bipartisan support for policies to remove smartphones from schools in more than a dozen states, including AR, FL, TX and VA, plus DC.

At the federal level, MAMA has mobilized support for the Kids Online Safety Act (KOSA); and led multiple successful coalition efforts to block a proposed state AI regulation moratorium in Congress.

## 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 well-being.
- **Phone-free Schools:** Ensuring school hours remain free for real-life interactions and other proven 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.

Join the MAMA  
Movement.

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# The Facts:

**37% of teens** say they spend **5 or more hours a day** on YouTube, TikTok, and Instagram<sup>1</sup>



Adolescents who use social media more than **3 hours a day** face **twice the risk** of experiencing poor mental health outcomes<sup>2</sup>

**Roughly 1 in 5**

U.S. teens say they are on TikTok and YouTube **“almost constantly.”**<sup>1</sup>

**64% of teens** say they use artificial intelligence (AI) chatbots. **28%** say they use them daily.<sup>3</sup>



**Nearly 3 million** youth (ages 12-17) report frequent thoughts of suicide<sup>4</sup>

**52.4 million+** pieces of content on Instagram and Facebook encouraged suicide, self-injury, or eating disorders in 2024<sup>5</sup>

**1 in 3 teen girls** report seriously considering attempting suicide—**up nearly 60%** from a decade ago<sup>6</sup>

**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<sup>7</sup>

**2.5 hours** time spent on average by children **ages 8 and younger** with screen media daily<sup>8</sup>



**40% of toddlers** have their own tablet device by the time they are **2 years old**<sup>8</sup>

**12 years old** the average age teens report first viewing pornography online<sup>9</sup>

**22% of minors** who are using Instagram report experiencing a sexually explicit interaction<sup>10</sup>



**159.6 million minors** are estimated to have gambled online in the past 12 months<sup>11</sup>



**74,137 children** were victims of sextortion, the act of blackmailing someone using sexually explicit content, between 2021-2024<sup>12</sup>

**38 minors** have been identified as having died by suicide after being sextorted<sup>13</sup>

**1.2 million kids** report they were victims of sexually explicit deepfakes in the past year<sup>14</sup>

**\$71 million** spent in federal lobbying in 2025 by eight of the largest social media, AI, and tech companies (including Meta, ByteDance, Snap, and OpenAI)<sup>15</sup>



**\$200 million** amount pledged to a single new pro-AI super PAC working to defeat lawmakers who want to ensure AI companies adhere to basic safety standards<sup>16</sup>

**20+ lawsuits** have been filed by tech industry groups to block implementation of state social media safety legislation<sup>17</sup>

## DONATE TO SUPPORT OUR MOVEMENT

With your support, we can grow our reach, advocate for policies that protect our kids from addictive technology, and continue fighting to hold Big Tech accountable.



## SOURCES

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3. American Psychological Association, Teens are Spending Nearly 5 hours daily on social media. Here are the mental health outcomes, 2024.
4. Mental Health America, The State of Mental Health In America, 2025.
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10. The Tech Oversight Project, 2026.
11. National Council on Problem Gambling, Youth Gambling Fact Sheet, 2025.

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15. Issue One, Big Tech's armies of lobbyists deliver victories during first year of Trump's second term, 2026.
16. The New York Times, "Silicon Valley Pledges \$200 million to new pro-AI Super PACs,"
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# MAMA

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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 where 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 mom of three.

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 to 14 year-olds, and recognizing how a multitude of factors — including addictive algorithms and inadequate regulation — has created an unhealthy, unsafe media environment. Under her leadership, MAMA has established more than 40 chapters across 22 states, with a growing waitlist.

Julie has helped organize and lead MAMA's extensive advocacy work, which includes its critical role in the passage of first-of-its kind legislation in California and New York to ensure safety standards for artificial intelligence (AI), building bipartisan support for bell-to-bell school smartphone restrictions in more than a dozen states, helping pass age-appropriate social media design codes, and championing social media warning labels and AI chatbot safeguards.

Recently, Scelfo was recognized by Chief with a 2025 New Era of Leadership Award, which honors women shaping the future of business and society.

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. Julie invites you to join her coalition at [wearemama.org](https://wearemama.org).



## In the News

**Moms Advocate for Mental Health Safeguards on Social Media** (CNN, January 28, 2026)

**Op-ed: Big Tech Wants a Free Pass — Even if AI Toys Harm Children** (Boston Globe, December 9, 2025)

**5 Questions for Julie Scelfo** (POLITICO, August 8, 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)

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