



Mothers Against
Media Addiction

MOTHERS AGAINST MEDIA ADDICTION (MAMA), NATIONWIDE MOVEMENT FIGHTING TO PROTECT CHILDREN FROM ADDICTIVE TECH, ACHIEVES MAJOR MILESTONE WITH GRASSROOTS CHAPTERS IN 26 STATES

MAMA is educating parents, teachers and allies across the country on the dangers of social media and AI for young people and fighting for policies that safeguard kids

MAY 18, 2026 - Mothers Against Media Addiction (MAMA), a grassroots movement of parents and allies fighting to protect children from the harms of addictive technology, announced today that its network of state chapters has officially expanded into 26 states – establishing a presence in more than half the country.

Founded by mother, journalist, and media ecologist Julie Scelfo, MAMA is the first parent-powered grassroots group mobilizing to combat media addiction among young people in the United States. With new chapters recently launching in Massachusetts and Arizona, MAMA is continuing to mobilize parents nationwide to join the fight against the harms of Big Tech and excessive, unhealthy media use. Through its three-part mission—educating parents, banning smartphones from schools, and advocating for technology product safeguards—MAMA enables parents to band together and take collective action in their communities.

“At MAMA, our mission is to empower parents to fight back against runaway tech and ensure real-life experiences and interactions remain at the heart of a healthy childhood,” said Julie Scelfo, Founder and Executive Director of MAMA. “Addictive algorithms, ever-present smartphones and the mounting threat of unrestricted AI are all severely harming the mental health of children nationwide. As our movement grows, we will continue to demand action by elected officials, school administrators and other leaders to keep our kids safe and hold Big Tech accountable for exploiting and manipulating children.”

Founded in February of 2024 and starting from one living room in New York, MAMA has expanded into a nationwide movement in just over two years. MAMA’s recent state advocacy has:

- Helped secure nation-leading legislation to combat addictive social media feeds and protect kids online, such as the SAFE for Kids Act in New York and similar legislation in California, the Age-Appropriate Design Code (or “Kids Code”) in Nebraska, South Carolina and Vermont, and data privacy laws like Utah’s Digital Choice Act.
- Played a critical role in helping numerous states pass legislation to ban phones in schools from bell-to-bell, including New York, Florida, Texas, Virginia and Washington D.C.
- Helped lead the charge on legislation to ensure that artificial intelligence (AI) technology, including AI chatbots, maintain rigorous safeguards to protect children. MAMA chapters helped pass both the Transparency in Frontier Artificial Intelligence Act (TFAIA) in California and the Responsible AI Safety and Education Act (RAISE) in New York.

MAMA’s continued expansion will help ensure more concerned parents get involved in this important work.

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