



Mothers Against
Media Addiction

MAMA APPLAUDS PASSAGE OF THE NEW JERSEY KIDS CODE ACT

JULY 2, 2026 (New York, NY) - On Tuesday, the New Jersey Assembly passed the New Jersey Kids Code Act, which will require online companies to use data and design practices that make their platforms safer for kids. The legislation also requires tech companies to create social media mental health warning labels and creates a state social media research observatory. In response, Mothers Against Media Addiction (MAMA), released the following statement:

“MAMA commends the New Jersey Legislature for legally obligating social media companies to protect technology’s most vulnerable users: our children. This critical legislation will ensure tech companies are no longer able to use their platforms’ most addictive design features to target minors and will require the highest level of privacy protections for children by default.

“The digital world was not designed with kids in mind, but the New Jersey Kids Code Act will make these spaces safer for children, while also ensuring that tech companies are held legally and financially accountable when their platforms do cause harm. Keeping kids safe online is something all parents want, and now New Jersey lawmakers have sent a clear message: our children’s well-being, mental health, and privacy are the priority, not the interests of Big Tech. We are grateful to our MAMA leaders in New Jersey and our partners, including Design it For Us, Erin Popolo of Parents Rise, and the many lawmakers who supported this legislation and fought to secure this victory. We look forward to Governor Sherrill signing this critical bill into law soon.”

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