MAMA
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.

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.
- **Distraction-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.

Our Growing Movement

MAMA has expanded to 56 chapters in 28 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 pass nation-leading Kids Code legislation and historic AI regulations in states like California, Illinois, and New York to combat addictive design and protect children online. It is essential that state legislators take steps to enact the strongest possible legislation to keep our kids safe from powerful and quickly-evolving technologies.

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[1]



Adolescents who use social media more than **3 hours a day** face **twice the risk** of experiencing poor mental health outcomes[2]

Roughly 1 in 5
U.S. teens say they are on TikTok and YouTube **"almost constantly."**[1]

64% of teens
say they use artificial intelligence (AI) chatbots. **28%** say they use them daily.[3]



Nearly 3 million
youth (ages 12-17) report frequent thoughts of suicide[4]

52.4 million+
pieces of content on Instagram and Facebook encouraged suicide, self-injury, or eating disorders in 2024[5]

1 in 3 teen girls
report seriously considering attempting suicide—**up nearly 60%** from a decade ago[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]

2.5 hours
time spent on average by children **ages 8 and younger** with screen media daily[8]



40% of toddlers
have their own tablet device by the time they are **2 years old**[8]

12 years old
the average age teens report first viewing pornography online[9]

22% of minors
who are using Instagram report experiencing a sexually explicit interaction[10]



159.6 million minors
are estimated to have gambled online in the past 12 months[11]



74,137 children
were victims of sextortion, the act of blackmailing someone using sexually explicit content, between 2021-2024[12]

38 minors
have been identified as having died by suicide after being sextorted[13]

1.2 million kids
report they were victims of sexually explicit deepfakes in the past year[14]

$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)[15]



$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[16]

20+ lawsuits
have been filed by tech industry groups to block implementation of state social media safety legislation[17]

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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10. The Tech Oversight Project, 2026.
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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 56 chapters in 28 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.



In the News

Why Kids Need to Go Outside and Play, Avoid 'Endless Screen Time' (Fox News, September 28, 2026)

Parents Confront a New Fear: Could AI End Humanity Before Their Kids Grow Up? (CNN, September 28, 2026)

The Meta Settlement Will Put Limits on Instagram for Teens. They're Still Vulnerable (Wired, August 26, 2026)

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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