MAMA
Mothers Against
Media Addiction

Our Policy Agenda







What We Stand For

Childhood is worth defending.

MAMA believes that real-life experiences and interactions belong at the heart of a healthy childhood.

Children deserve the time and space to learn, play, build relationships, develop independence, experience boredom, make mistakes, and grow up without being relentlessly targeted by technologies designed to capture their attention and exploit their emotions for profit.

Technology should serve children and families, not the other way around.

We believe parents should not be left to fight this battle alone. Families can make choices about devices and technology at home, but individual choices cannot solve systemic problems created by powerful industries, pervasive technology, and policies that have failed to keep pace.

That is why MAMA is building parent power to change the conditions in which children are growing up.

We believe:

- Children have a right to a healthy, balanced childhood.
- Real-world experiences and human connection are essential to healthy development.
- Children's well-being and safety must come before technological innovation and corporate profit.
- Products used by children should be designed with their safety and developmental needs in mind from the start.
- Schools should protect the conditions children need to learn, focus, connect, and thrive.
- Parents deserve meaningful choices and a powerful voice in the policies and technologies shaping their children's lives.
- The burden of protecting children cannot fall on families alone.

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Our Approach

Every child deserves the freedom to experience a healthy childhood free from exploitation by tech companies intent on pushing their products into every facet of human life. MAMA builds parent power and advances lasting solutions to make that future possible.

MAMA is not simply responding to one platform, product, or technology. We are building a movement to protect and defend childhood in an increasingly digital world.

We organize parents into power.

Parents are the experts on what is happening in their homes, schools, and communities. MAMA connects those experiences across communities and turns them into collective action. We equip parents with the information, tools, relationships, and opportunities they need to shape school and government policy and win meaningful change for children.



We fight for systemic solutions.

We will continue helping families make healthier choices, but we reject the idea that parents should have to individually outmaneuver some of the most powerful companies in the world. We will pursue policies that change the systems, incentives, and product design choices creating harm.

We put prevention before damage control.



Children should not have to be harmed before policymakers act. We will push for safeguards that anticipate risks, establish clear expectations, and make safety a responsibility from the beginning.

We build power at every level.



From school boards and state legislatures to Congress and federal agencies, MAMA will organize parents wherever decisions affecting childhood are being made.

We follow our principles as technology changes.

Social media will evolve. AI will evolve. New technologies will emerge. Our standard remains the same: Does this technology support or undermine a healthy childhood? Are children being protected? Are parents empowered? Who is responsible for preventing harm, and who is accountable when harm occurs?

We work across differences to win.

Protecting childhood is not a partisan issue. MAMA works with parents, educators, researchers, advocates, policymakers, and other partners to develop and advance durable solutions. We bring parents' lived experience into policymaking and work with leaders across the political spectrum who are ready to deliver meaningful protections for children and families.



We keep pushing until technology serves humanity, not the other way around.

Our goal is bigger than any single legislative victory. We are working toward a future where technology supports childhood rather than shapes it, families have meaningful power, and protecting children is treated as a shared responsibility.

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MAMA Policy Platform

Accountability & Safety by Design

MAMA will advance policies that encourage innovation while holding technology companies accountable for children's safety and well-being. We will fight harmful design practices, including addictive features, manipulative design, and algorithms that expose children to foreseeable risks.

Digital Safety in Schools & Learning

MAMA will advance policies that ensure technology used in schools has a clear educational purpose and supports learning and healthy development. We will champion evidence-based approaches to edtech, classroom AI, school-issued devices, screen use, procurement, and student privacy.

Distraction-Free Schools

MAMA will advance policies that protect students' ability to focus, learn, and connect during the school day. We will support bell-to-bell phone-free policies and other approaches that reduce unnecessary digital distraction while allowing for appropriate educational, accessibility, health, and safety needs.

AI & Emerging Technology Safeguards

MAMA will advance policies that allow children to benefit from innovation while ensuring safeguards keep pace with emerging risks. We will champion age-appropriate protections for AI companions and chatbots, AI-enabled toys, deepfakes and nudification tools, generative AI, and other emerging technologies affecting children.

Children's Privacy & Data Protection

MAMA will fight for strong, age-appropriate protections for children's personal information. We will advance policies that provide families greater transparency and control while limiting exploitative data collection, profiling, surveillance, and targeted advertising.

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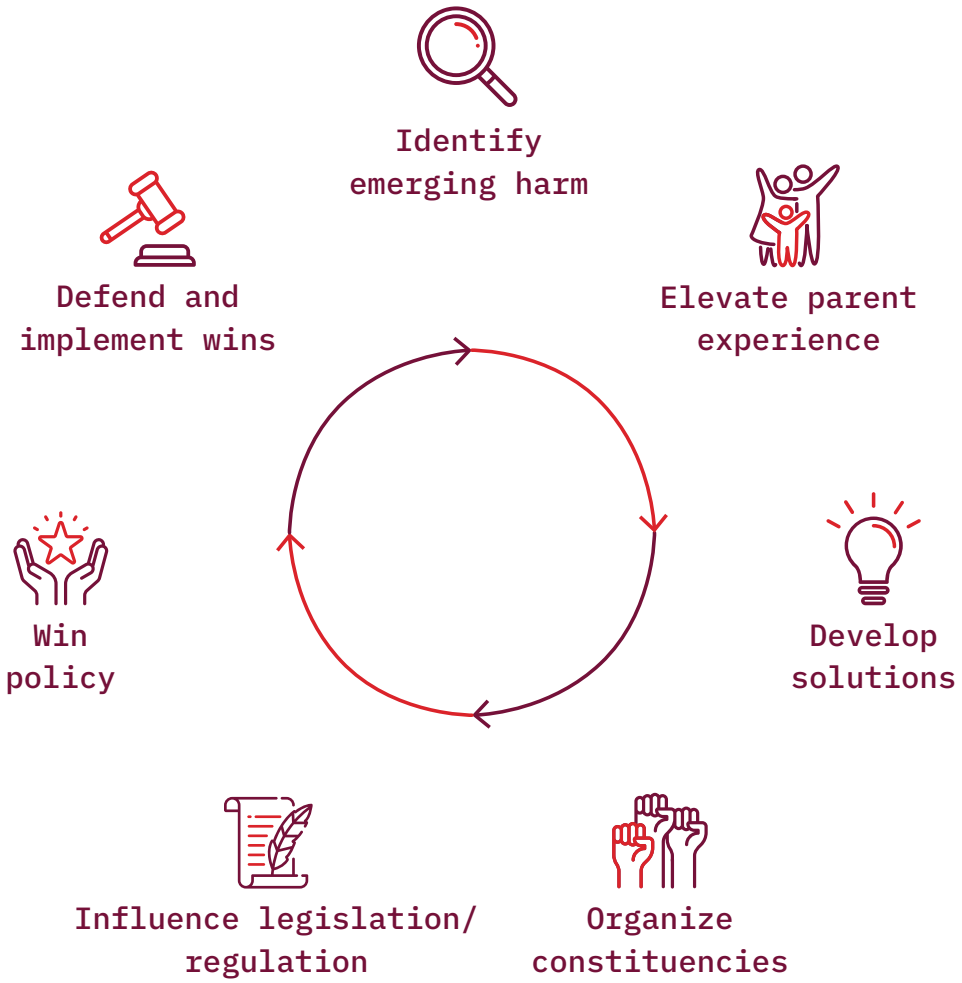
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The Power of MAMA

MAMA combines the power of a national parent movement with focused policy advocacy. We bring together parents' lived experience, research and expertise, strategic partnerships, and grassroots organizing to help move solutions from community concern to public policy.

We work with policymakers and partners at the local, state, and federal levels to identify emerging challenges, develop practical solutions, build public support, and ensure parents have a meaningful voice in the decisions shaping childhood.

How We Work



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Impact Framework

Build Power

We are building a durable, organized movement of parents with the leadership, skills, relationships, and infrastructure to act.

Measures: Parent leaders developed; active and growing chapters; states with advocacy-ready infrastructure; member engagement and retention; chapters able to mobilize effectively.

Exercise Power

We help meaningfully shape the policy outcomes, media narratives and cultural trends that affect children's relationship to technology—not simply participate after decisions have already been made.

Measures: Parents testifying and meeting with decision-makers; sustained policymaker relationships; MAMA representation in regulatory and policy processes; coalition leadership; parent voices shaping media narratives and policy agendas.

Win Lasting Change

We ensure that the parent power we build produces durable changes in policy, practice, and the environments where children grow up.

Measures: Legislation enacted or strengthened; harmful practices stopped; regulations adopted; school and district policies changed; implementation and enforcement of policy wins; industry practices changed.

Our North Star: Healthy Childhoods



Our victories will move us toward a world where children have greater freedom to learn, play, connect, develop, and grow up without incessant technology undermining their well-being. We aim to bring an end to the national youth mental health emergency that the American Academy of Pediatrics, American Academy of Child and Adolescent Psychiatry and Children's Hospital Association declared on October 19, 2021. We will not stop until every child can grow up without being exploited for tech company profit and with real-life experiences at the heart of a healthy childhood.



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