Screens and Stress

@characterstrong

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Create your question. Discuss with a partner.

What is the most

HELPFUL
HARMFUL

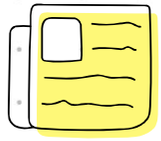
way technology has affected your

LEARNING
RELATIONSHIPS
TIME

Objectives

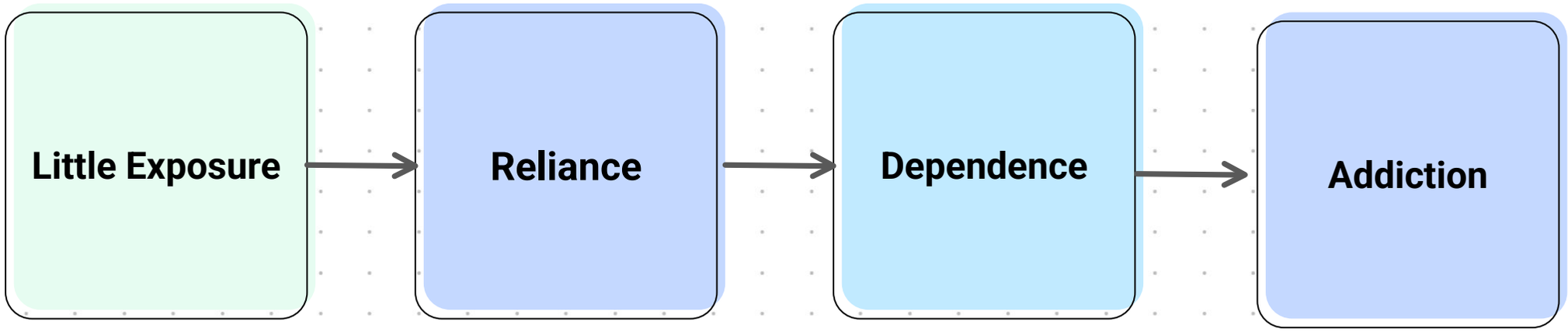
Understand the mental health implications of technology use

Recognize the power of district-community partnerships



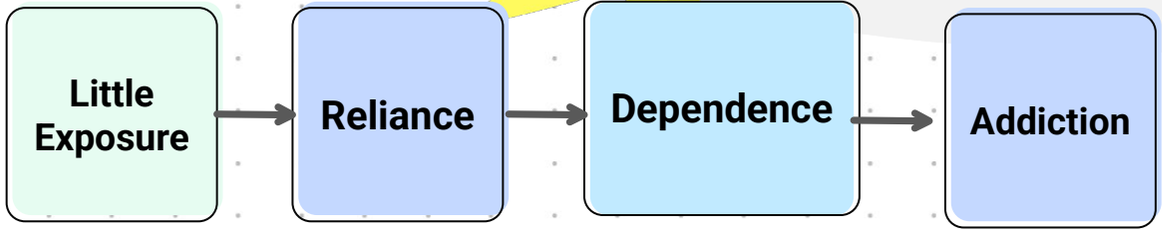
Introduce a customizable plan for action

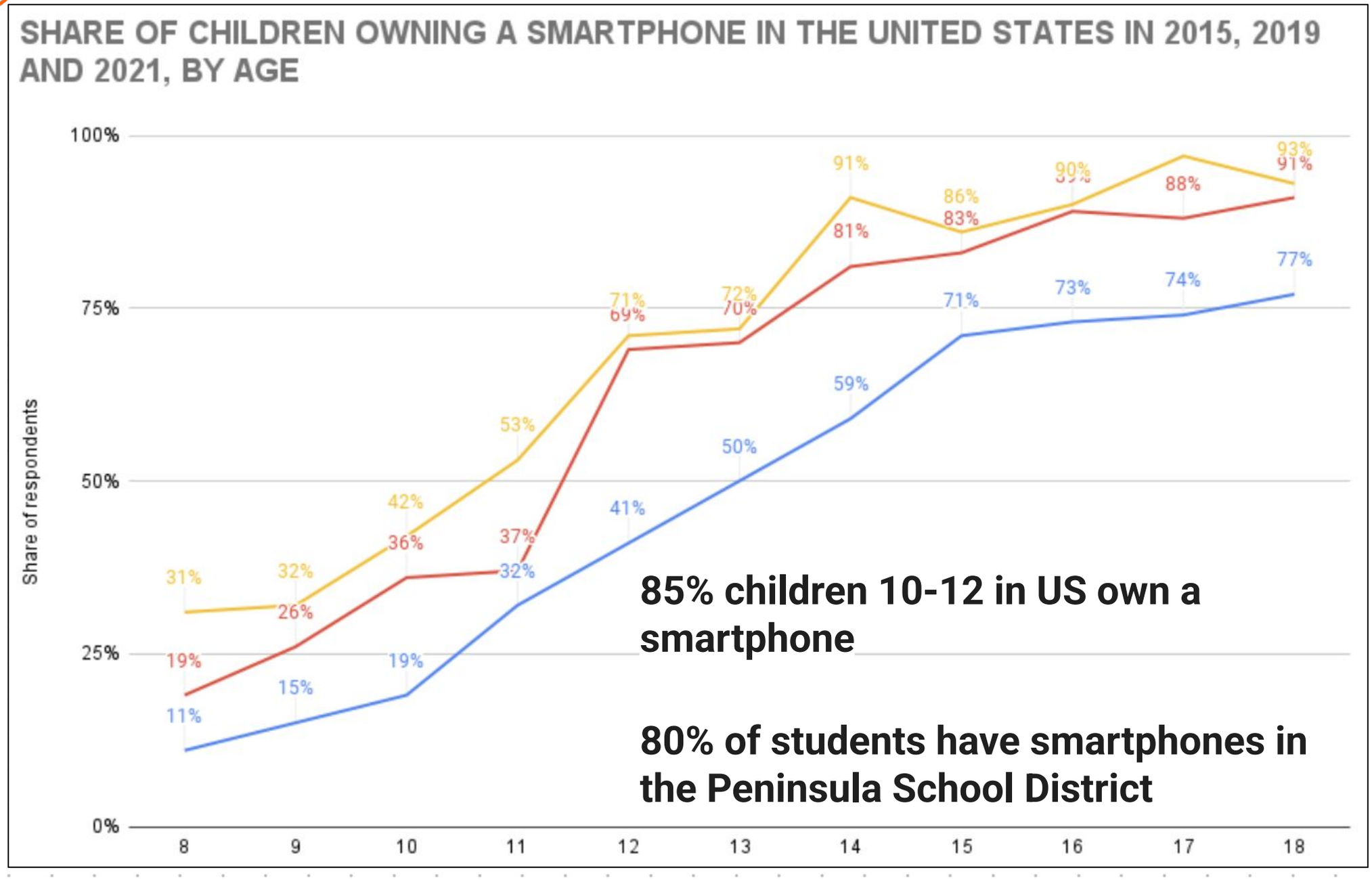
Tech Dependence Continuum



Partner Discuss

Where on the continuum would you place your community.




SHARE OF CHILDREN OWNING A SMARTPHONE IN THE UNITED STATES IN 2015, 2019 AND 2021, BY AGE
Share of respondents
100%
75%
50%
25%
0%
8
9
10
11
12
13
14
15
16
17
18
31%
32%
42%
53%
71%
72%
91%
86%
90%
93%
19%
26%
36%
37%
69%
70%
81%
83%
88%
91%
11%
15%
19%
32%
41%
50%
59%
71%
73%
74%
77%
85% children 10-12 in US own a smartphone
80% of students have smartphones in the Peninsula School District

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The Problem...

1 in 3 teachers say phones and social media are their top classroom distractions.

Students check their devices an average of 11 times per class period.

Being constantly online is often necessary for school.

What has your school done to combat the problem?

Combating the problem

- Cell phones bans and Punishment
- Tech free zones
- Trees, Yonder, Blockers

“These policies don’t address the larger issue [crisis] of mental health impacts that come from digital spaces… we need to be promoting online wellness.”

–Jonathan Haidt

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The Crisis...

FOMO: 56% of teens report feeling left out, anxious, when they see others' posts on social media.

Play deprivation: Sharply declined—reducing grit, creativity, social-emotional growth.

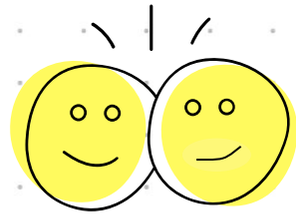
Depression and anxiety among U.S. adolescents nearly doubled between 2010 and 2019—especially among teenage girls.

What has your school done to combat the crisis?

If we really want to keep our children safe, we should delay their entry into the virtual world and send them out to play in the real world instead.

–Jonathan Haidt

THE DAILY SHOW
JONATHAN HAIDT



How?

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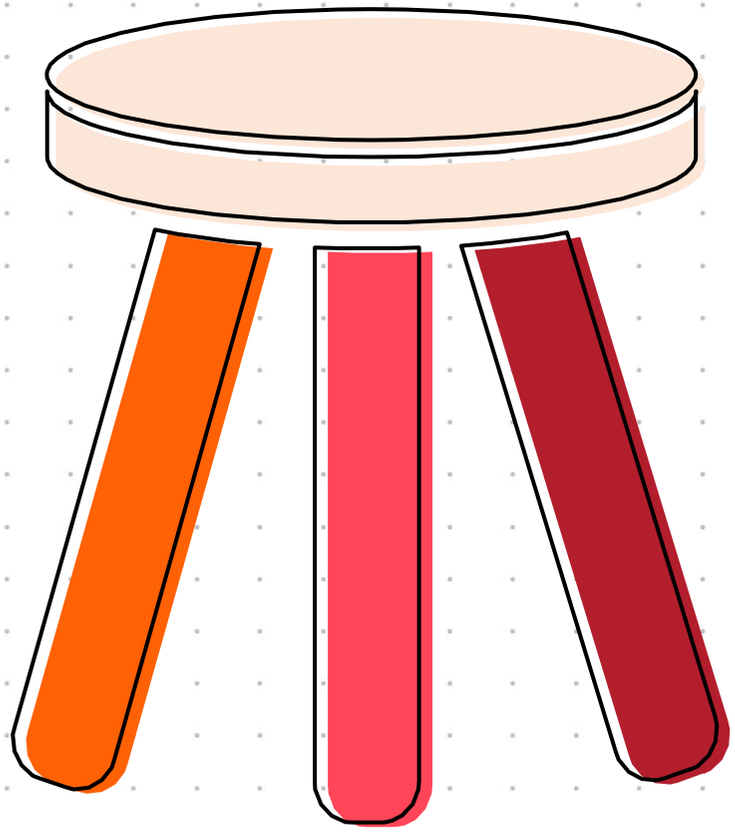

Combating the Crisis

- Student Education
- Family Education
- Community Involvement

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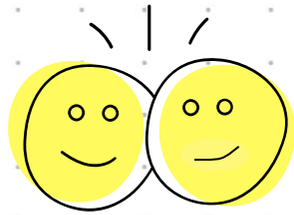

Awareness Campaign

Gig Harbor Key Peninsula

The Thriving Generation Campaign

A Thriving Generation: A Gig Harbor/Key Peninsula Community Campaign

Our mission is to empower the next generation to rediscover the joy of active play, creativity, and real-world connections by reducing excessive screen time and encouraging meaningful face-to-face relationships. (Website)

Backstory of the Campaign

- *How did it start?*
- *Who is involved?*

A Thriving Generation: A Gig Harbor/Key Peninsula Community Campaign

What is actually occurring?

- Launch October 10, 2025, World Mental Health Day
- Weekend of Oct 10-12:
  - Phone free activities around the community
  - Contests and prizes (including social media detox challenges)

How is funded?

- Donations through the Greater Tacoma Community Foundation

A Thriving Generation: A Gig Harbor/Key Peninsula Community Campaign

How has the community supported the campaign?

- Our Guiding Team includes students, school district reps, YMCA, PenMet and KeyPen Parts, Chamber of Commerce, Service Clubs (Kiwanis, Rotary), Red Barn Youth Center, local therapists and physicians, GH Suicide Prevention Coalition, PTA reps, others

- Funding
  - Local realtor donated $250 to winner of slogan contest
  - Local bookstore selling Haidt's book half off
  - Local digital design company working for us pro bono
  - Local screen printing company creating SWAG at cost
  - Local churches have been among biggest contributors to our fundraising

A Thriving Generation: A Gig Harbor/Key Peninsula Community Campaign

How will you know if the campaign is successful?

- In addition to the bi-annual Healthy Youth Survey given in PSD we will be giving a survey to our community (through public and private schools) to gather baseline data on cell phone and social media use across the grades

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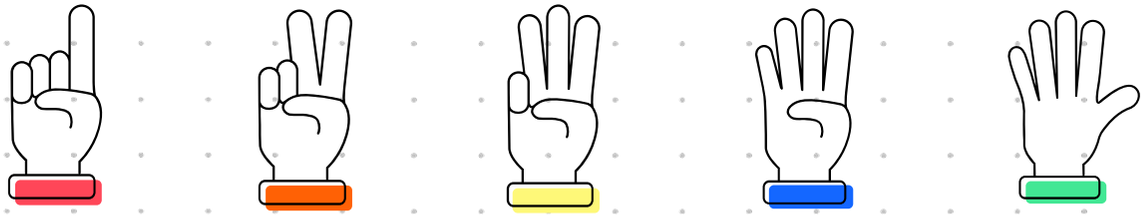
Do you remember?

Red Ribbon Week



Quick

Check

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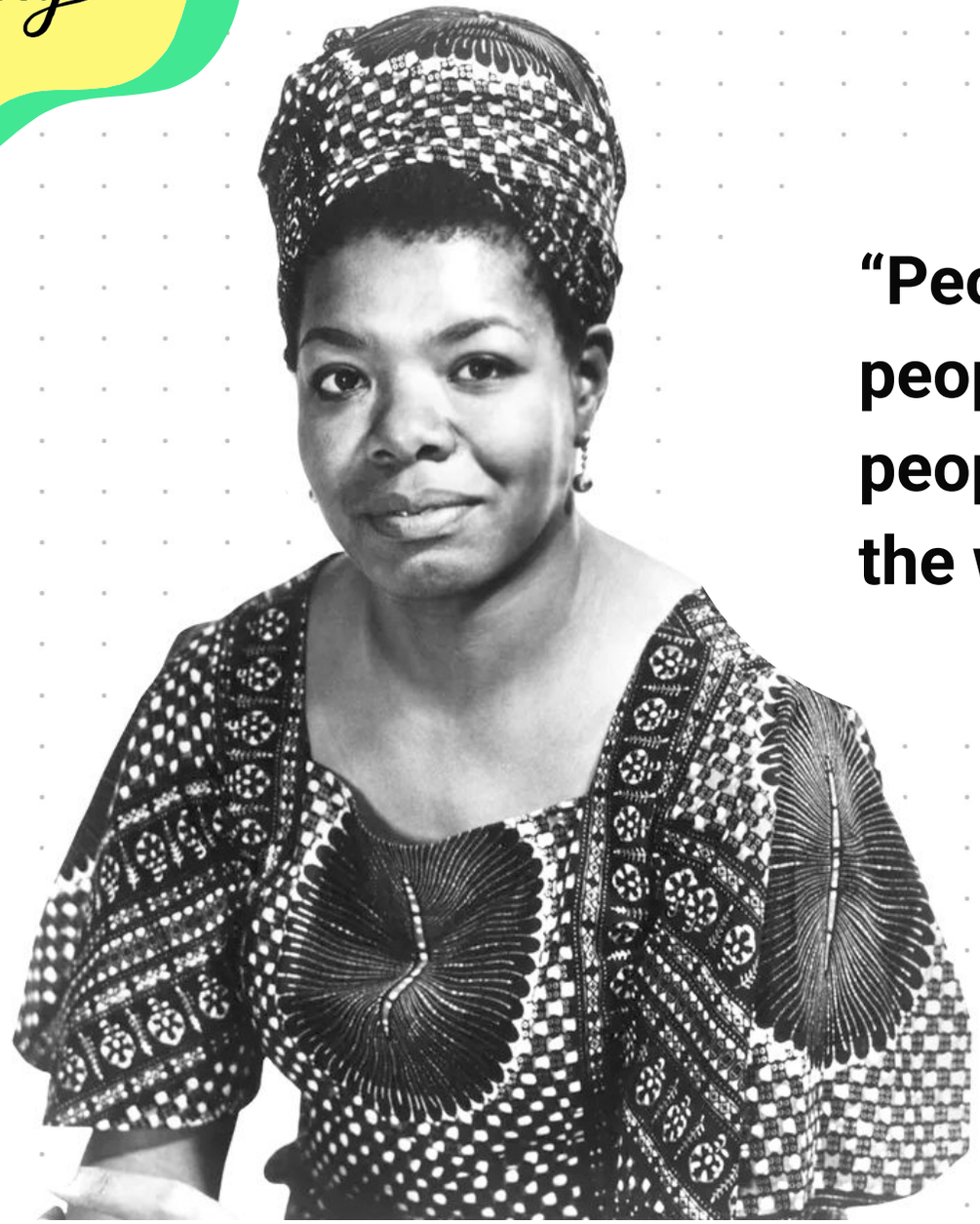

“People will forget what you say, people will forget what you do, but people will never forget the way you made them feel.”

Maya Angelou
American Poet

“Awareness campaigns are associated with positive changes in the attitudes, beliefs, and intentions of young people and positive changes in behaviors”

Tam, M. T., Wu, J. M., Zhang, C. C., Pawliuk, C., & Robillard, J. M. (2024). A systematic review of the impacts of media mental health awareness campaigns on young people.

Culture = Behavior

> Culture… goes much deeper than a mission statement… culture is how group members actually behave, repeatedly and habitually.

- James C. Hunter

What Makes a Campaign

Theme and Branding

Imagery and Emotion

Communication and Community

Call to Action

Theme & Branding

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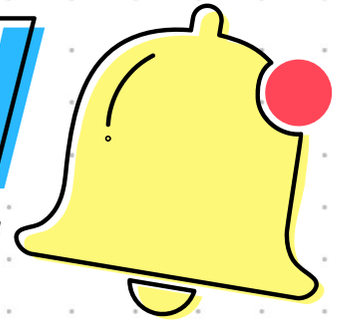
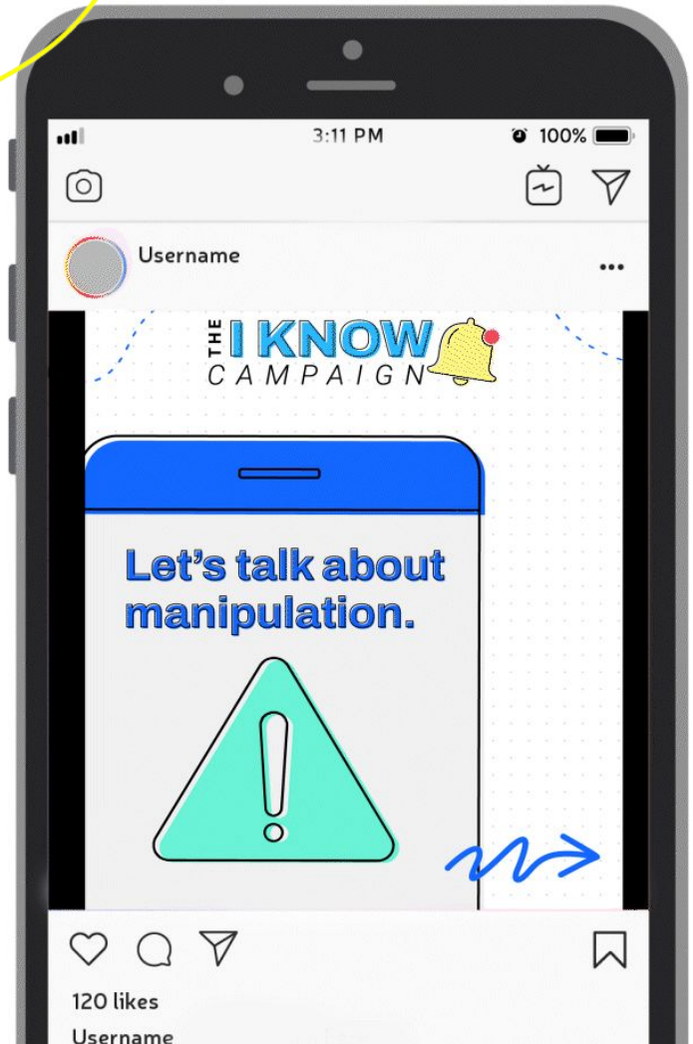
THE I KNOW CAMPAIGN



Imagery & Emotion

1. **Compelling Posters**
2.
3.

Imagery & Emotion



1. Compelling Posters
2. Social Media Posts
3.

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Imagery & Emotion

letter to myself

1. Compelling Posters
2. Social Media Posts
3. Impactful Stories

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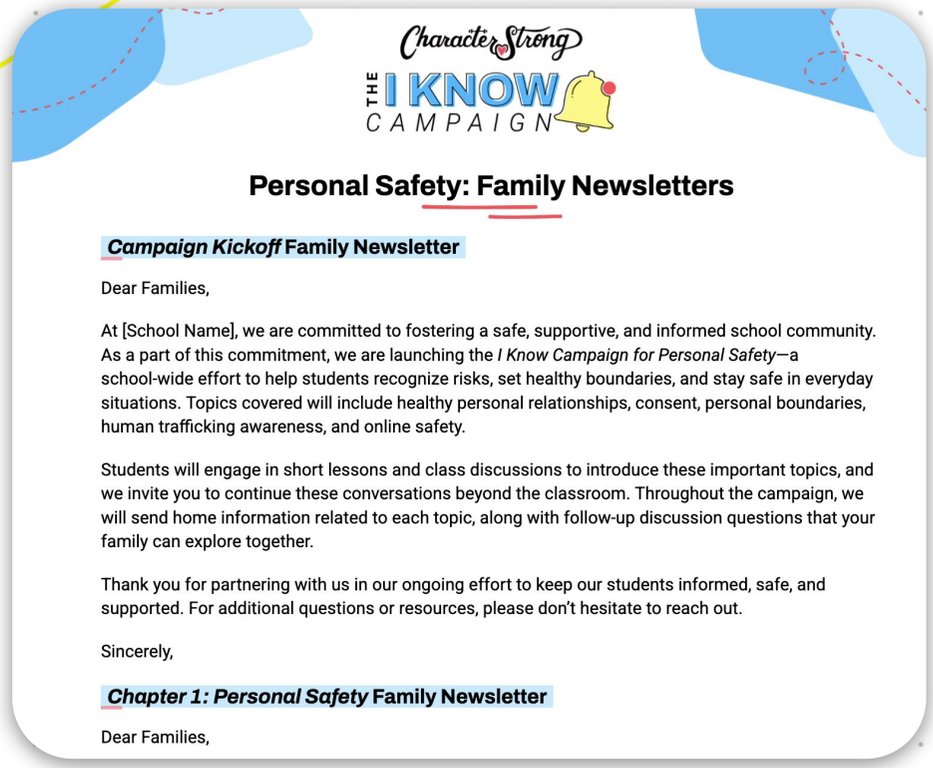
Discuss

Were you moved? Why?

Communication



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THE I KNOW CAMPAIGN

Personal Safety: Family Newsletters

***Campaign Kickoff* Family Newsletter**

Dear Families,

At [School Name], we are committed to fostering a safe, supportive, and informed school community. As a part of this commitment, we are launching the *I Know Campaign for Personal Safety*—a school-wide effort to help students recognize risks, set healthy boundaries, and stay safe in everyday situations. Topics covered will include healthy personal relationships, consent, personal boundaries, human trafficking awareness, and online safety.

Students will engage in short lessons and class discussions to introduce these important topics, and we invite you to continue these conversations beyond the classroom. Throughout the campaign, we will send home information related to each topic, along with follow-up discussion questions that your family can explore together.

Thank you for partnering with us in our ongoing effort to keep our students informed, safe, and supported. For additional questions or resources, please don't hesitate to reach out.

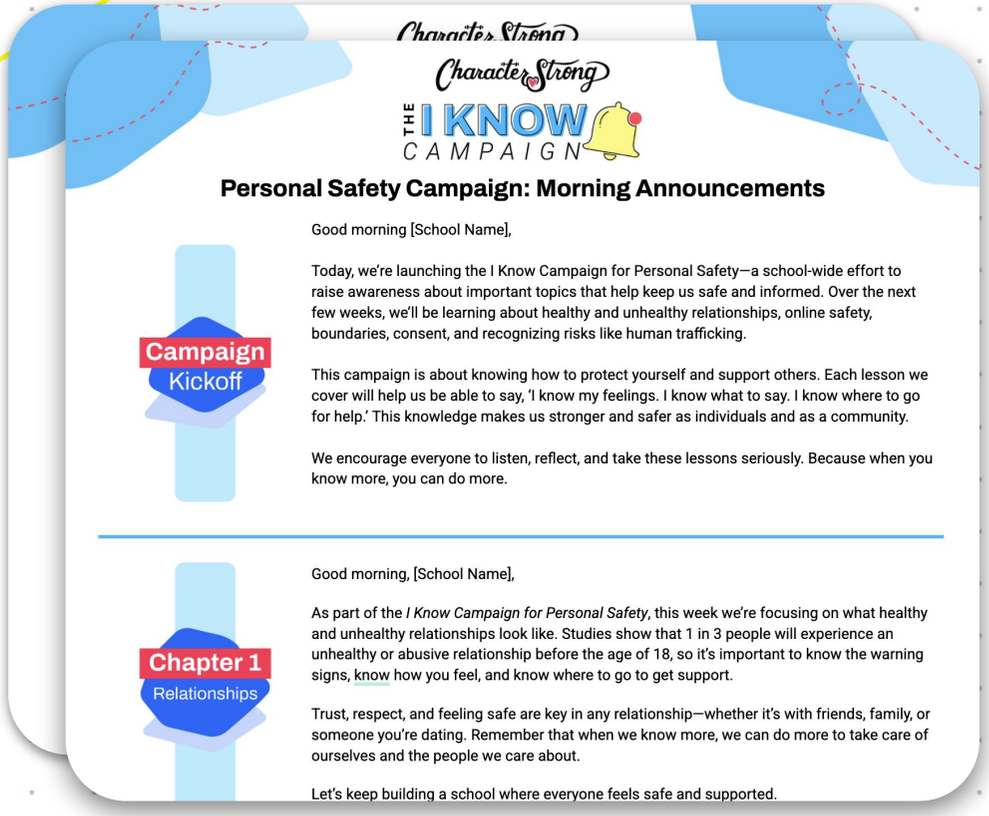
Sincerely,

***Chapter 1: Personal Safety* Family Newsletter**

Dear Families,

Family Newsletter Templates

Communication



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THE I KNOW CAMPAIGN

Personal Safety Campaign: Morning Announcements

Campaign Kickoff

Good morning [School Name],

Today, we're launching the I Know Campaign for Personal Safety—a school-wide effort to raise awareness about important topics that help keep us safe and informed. Over the next few weeks, we'll be learning about healthy and unhealthy relationships, online safety, boundaries, consent, and recognizing risks like human trafficking.

This campaign is about knowing how to protect yourself and support others. Each lesson we cover will help us be able to say, 'I know my feelings. I know what to say. I know where to go for help.' This knowledge makes us stronger and safer as individuals and as a community.

We encourage everyone to listen, reflect, and take these lessons seriously. Because when you know more, you can do more.

Chapter 1 Relationships

Good morning, [School Name],

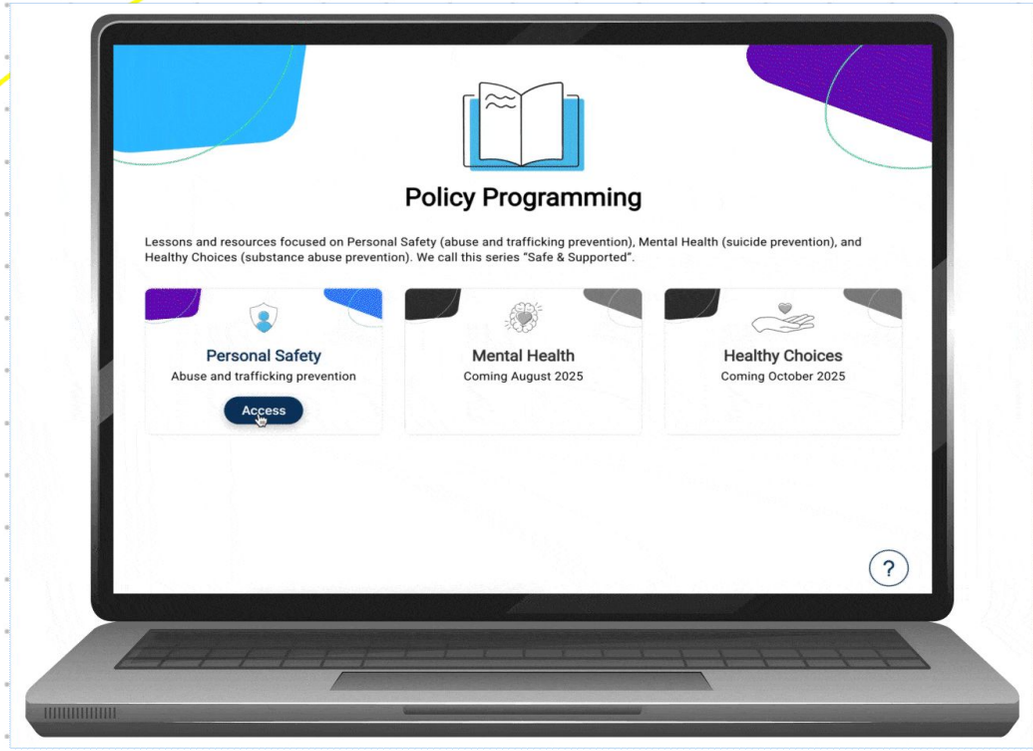
As part of the *I Know Campaign for Personal Safety*, this week we're focusing on what healthy and unhealthy relationships look like. Studies show that 1 in 3 people will experience an unhealthy or abusive relationship before the age of 18, so it's important to know the warning signs, know how you feel, and know where to go to get support.

Trust, respect, and feeling safe are key in any relationship—whether it's with friends, family, or someone you're dating. Remember that when we know more, we can do more to take care of ourselves and the people we care about.

Let's keep building a school where everyone feels safe and supported.

Morning Announcements

Communication



Even More Resources are Available

Call to Action

I ***know*** how I'm feeling

I ***know*** what to say

I ***know*** where to go

Call to Action

I KNOW WHERE TO GO

Adults I Can Trust

1. _____

2. _____

Domestic Violence Hotline: Text “LOVEIS” to **22522**
Human Trafficking Hotline: Text “HELP” or “INFO” to **233-733**
Suicide or Crisis Hotline: Call or Text **988**

Student Resource Card

YOU ARE MY TRUSTED ADULT

_____, I have identified you as an adult in my life that I trust. You can keep this card for helpful resources. *Thank you for being someone I can come to if I ever need help.*

Domestic Violence Hotline: Text “LOVEIS” to **22522**
Human Trafficking Hotline: Text “HELP” or “INFO” to **233-733**
Suicide or Crisis Hotline: Call or Text **988**

Trusted Adult Resource Card

Questions?

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60 Second Feedback