



Children's Mental Health Network

May 2, 2025

Topic: Social Media and Children's Mental Health



Children's Mental Health Network Co-chairs



Kimberlee Coronado
Lived Experience Partner



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WI Child Welfare
Professional Development



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Lived Experience Partner

Meeting Focus: Social Media and Children's Mental Health

Agenda

1. Welcome and OCMH Updates
2. Data and Research – Digital Media and Youth Mental Health
3. Youth Panel
4. Speaker – Reclaiming Life in the Real World/Balancing Social Media
5. Cell Phone Policies
6. Member Announcements



Children's Mental Health Week 2025

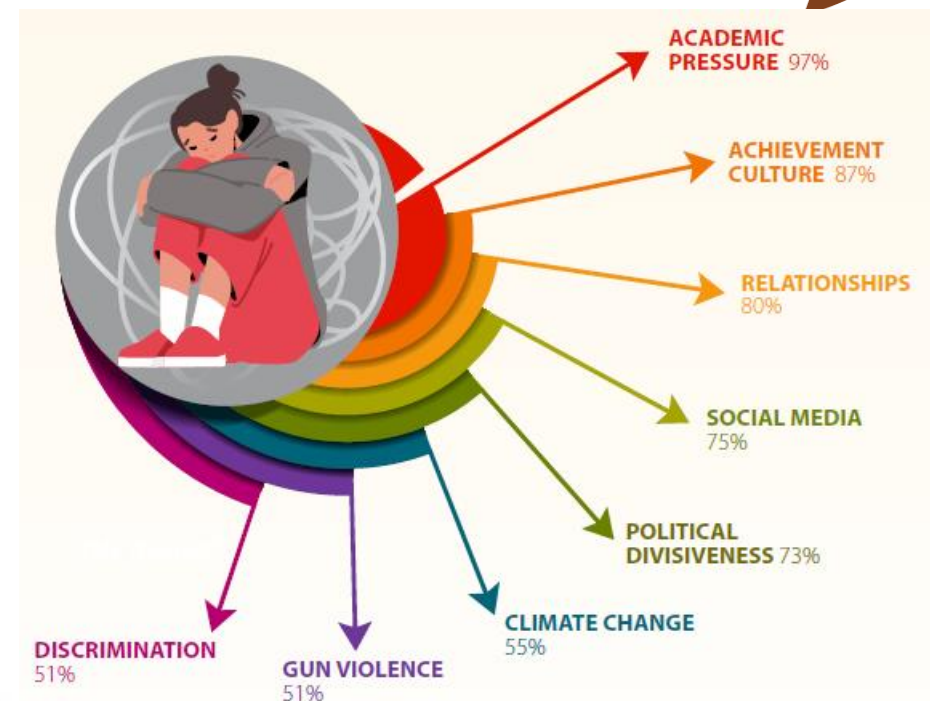
May 4-10, 2025

- Listen to Youth
- Resources on [OCMH website](#)
 - Top Stressors for Youth Today
 - Mental Wellness
 - Youth Belonging at School
 - Starting Early
- Data Bite on Youth Voice



Listen to Youth

CHILDREN'S MENTAL
HEALTH WEEK
MAY 4-10, 2025



Children's Mental Health in the 2025-27 State Budget

OCMH Priorities for children's mental health in the proposed budget

- ❖ Prevention
- ❖ School Mental Health
- ❖ Treatment
- ❖ Fairness and Systems Change



See OCMH's [budget priorities document](#)



Gov. Evers has declared 2025 the Year of the Kid and has included multiple measures to expand access to mental and behavioral health in his 2025-27 Executive Budget. Among the proposed provisions, the Wisconsin Office of Children's Mental Health identifies the following priorities as especially important to create access to and sustain provision of a full array of quality mental health treatment services that Wisconsin's kids need.



1 INVEST IN PREVENTION THAT WORKS

- **TAX RELIEF FOR FAMILIES.** Increase to parents the percentage of the federal earned income tax credit Wisconsin provides. Earned Income Tax Credit: \$58.4 million 2025-26; \$58.5 million 2026-27 funded partially by TANF
- **HEALTHY MEALS, HEALTHY KIDS.** Create a new categorical aid to pay for breakfast and lunch for K-12 students with no stigma and at no cost. Supplemental Nutrition Aid: \$147.7 million 2026-27
- **FIREARM SAFETY.** Firearm Safety. Enact "red flag" laws to give law enforcement and loved ones critical tools to help keep people safe. Require a secure container or trigger lock with firearm sales. Establish minimum safe storage requirements, including in homes where a kid is present. Reinstate Wisconsin's 48-hour waiting period to purchase a handgun, which previously existed from 1976-2015. Require firearm transfers to be done through federally licensed firearm dealers with background checks. Create a Self-Assigned Firearm Exclusion (SAFE) Program for individuals to voluntarily and temporarily choose to limit their ability to purchase a firearm. Firearm Safety: No GPR cost.
- **FAMILY FOUNDATIONS.** Expand home visiting services for pregnant women and families with a kid under age 5 to more counties and Tribes, which has been proven to be effective at improving child well-being. Home Visiting Expansion \$1.2 million 2025-26; \$3.9 million 2026-27

► *meet kids' basic needs*



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www.children.wi.gov

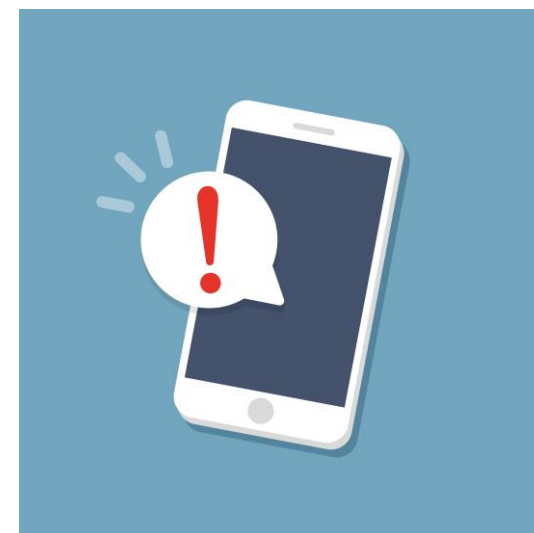


YouTube:
Wisconsin OCMH

Social Media and Children's Mental Health

Social Media and Children's Mental Health

1. **Data**
2. **Youth panel discussion** – 3 high school students from Kohler High School
3. **Speaker** – Tina Crave on reclaiming life in the real world and balancing social media
4. **Cell phones in schools** – Glacier Creek Middle School's away for the day policy



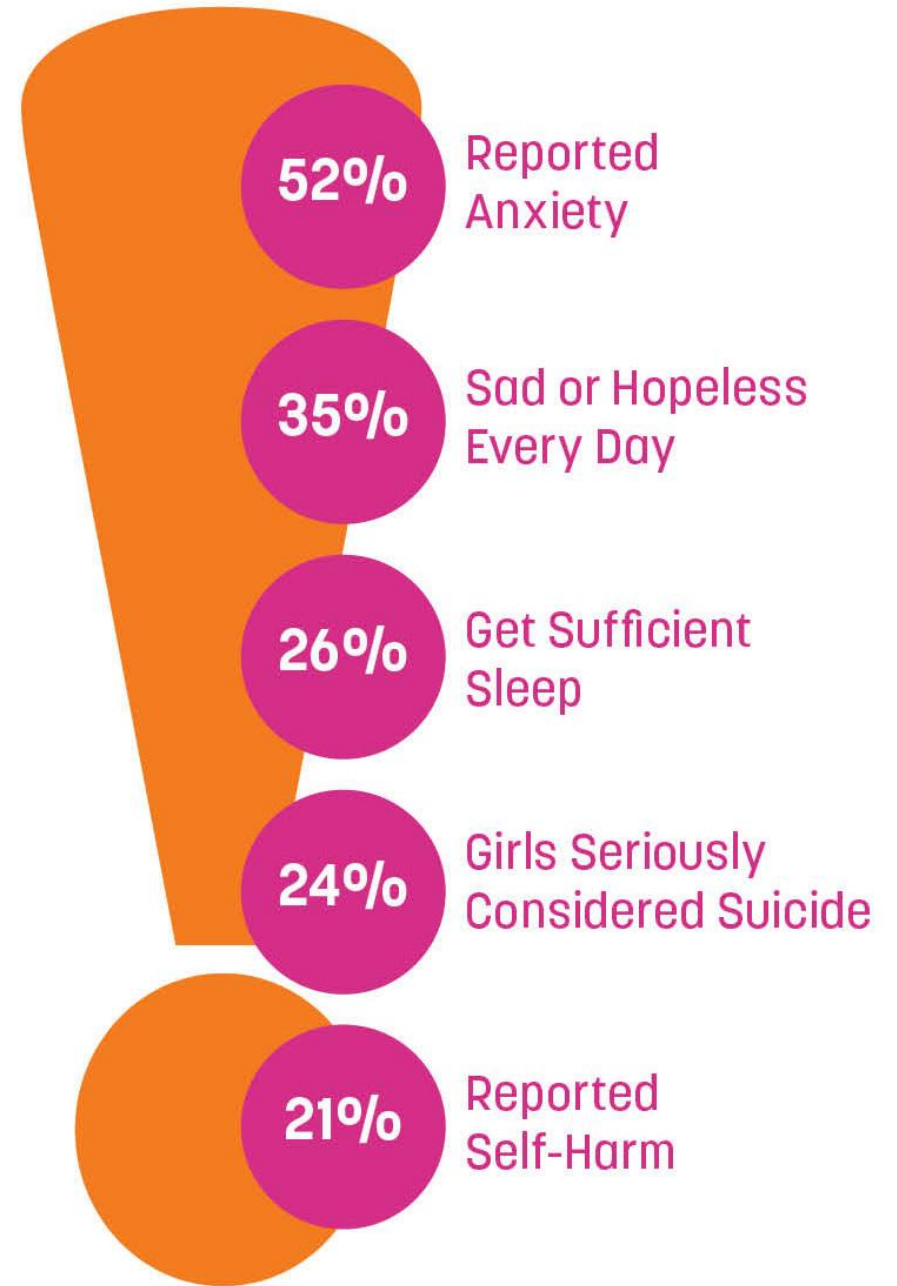


Data & Research

Digital Media and
Children's Mental Health

Key Facts in Youth Mental Health

OCMH Key Facts
www.children.wi.gov



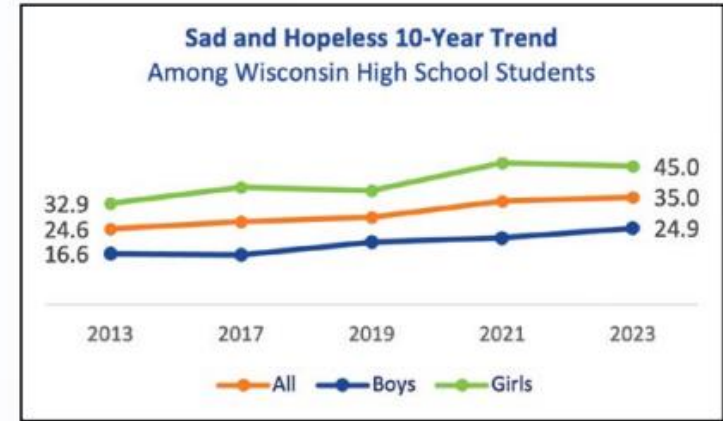
10 Year Trends

OCMH Annual Report
www.children.wi.gov

Depression

42%
increase
in Wisconsin

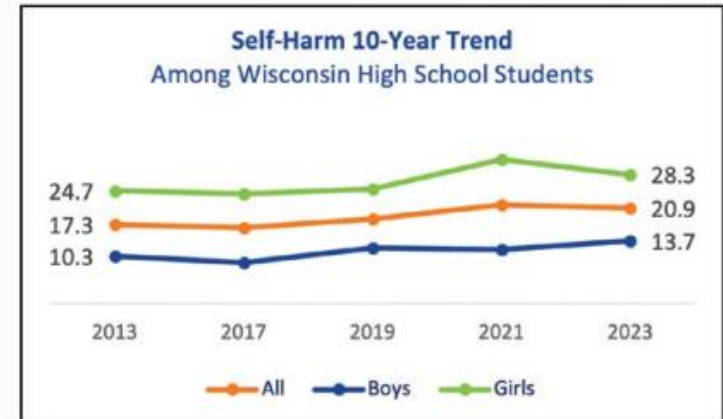
Consistently feeling sad and hopeless for extended periods of time is a marker of depression. Nearly half of girls now feel this way, doubling the rate of boys who report feeling sad and hopeless. Overall, kids feeling depressed has increased 42% in 10 years.



Self-Harm

21%
increase
in Wisconsin

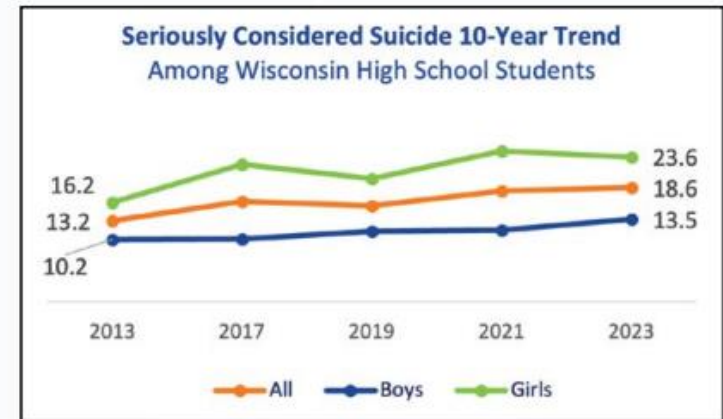
Sometimes, in an effort to diminish emotional pain, people purposely hurt themselves. Self-harm can include cutting, burning, or bruising oneself without wanting to die. Self-harm rates have increased statewide. By 2023, more than a quarter of Wisconsin girls reported self-harming.



Considered Suicide

41%
increase
in Wisconsin

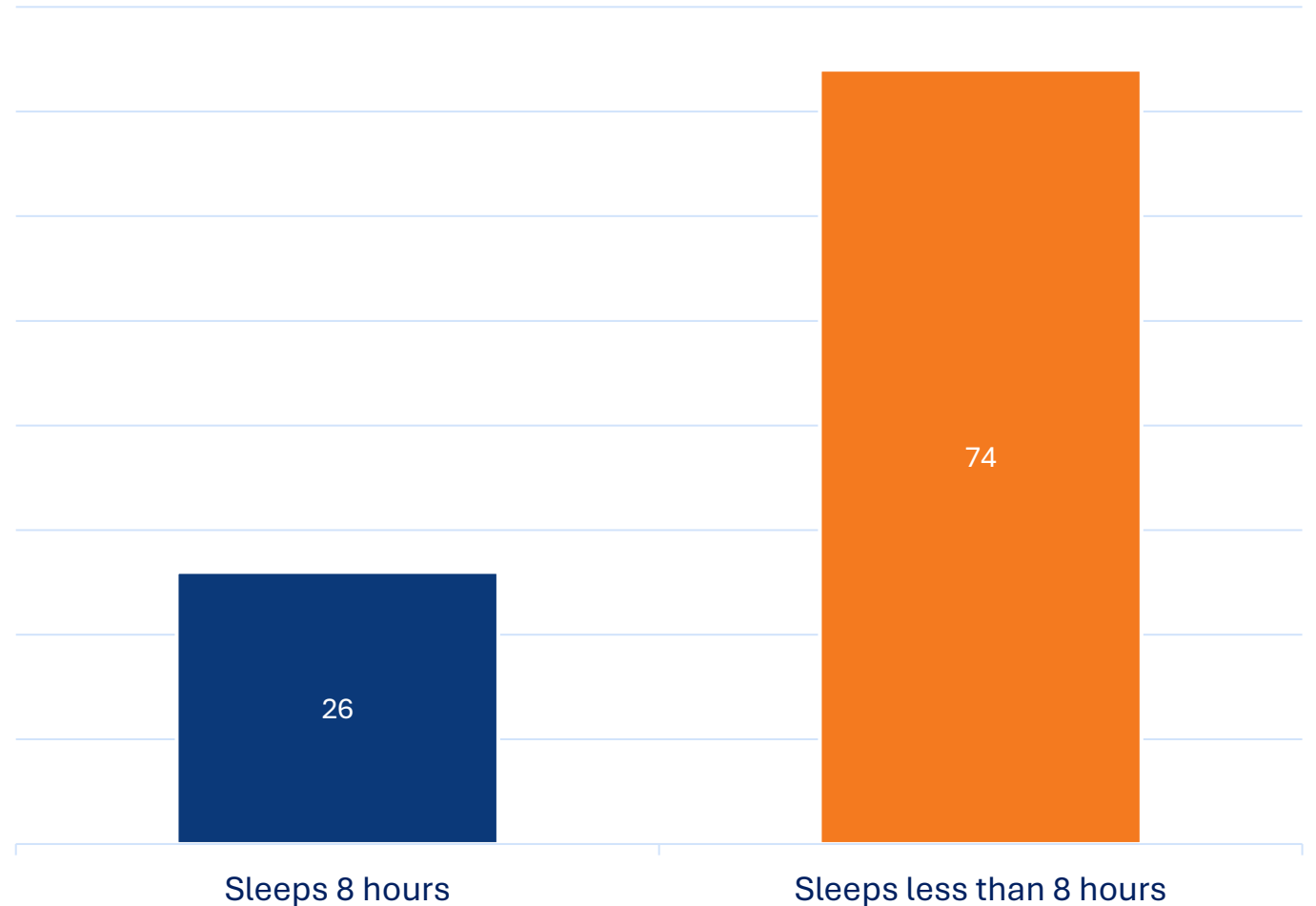
The percent of students who seriously considered suicide also increased over the last 10 years. Nearly one in four girls reported they had seriously considered suicide in the last year.



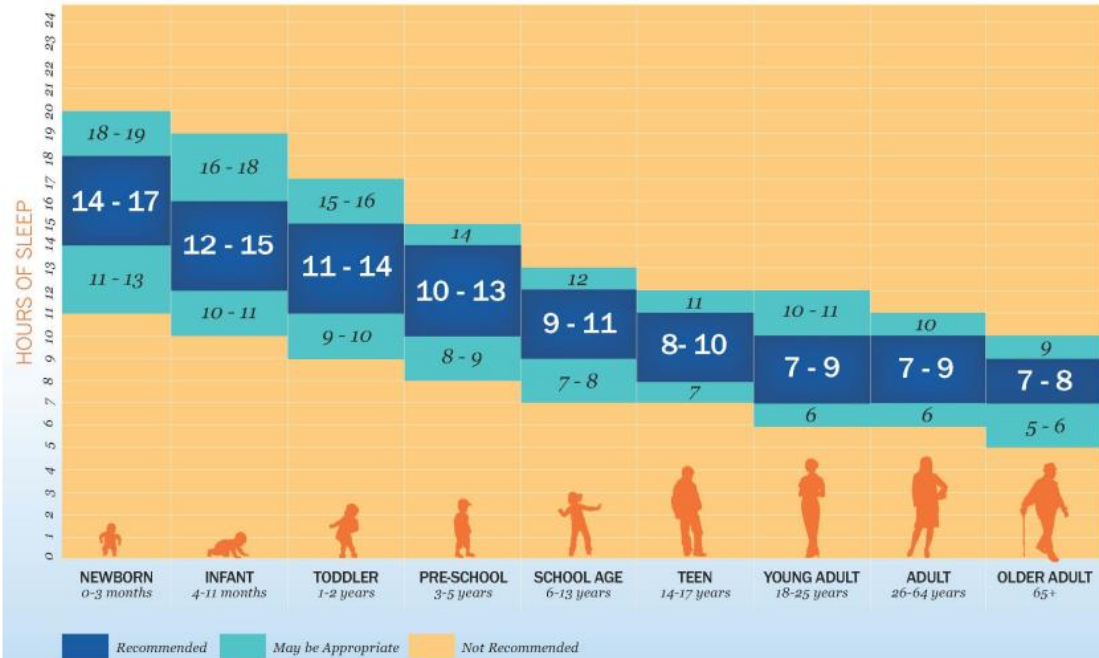
Sleep Health

Half of teens (53%)
report being on a screen
between **12am and 5am.**

Teens Getting Minimum Amount of Sleep
(8 hours or more on school night)



SLEEP DURATION RECOMMENDATIONS



SLEEPFOUNDATION.ORG | SLEEP.ORG

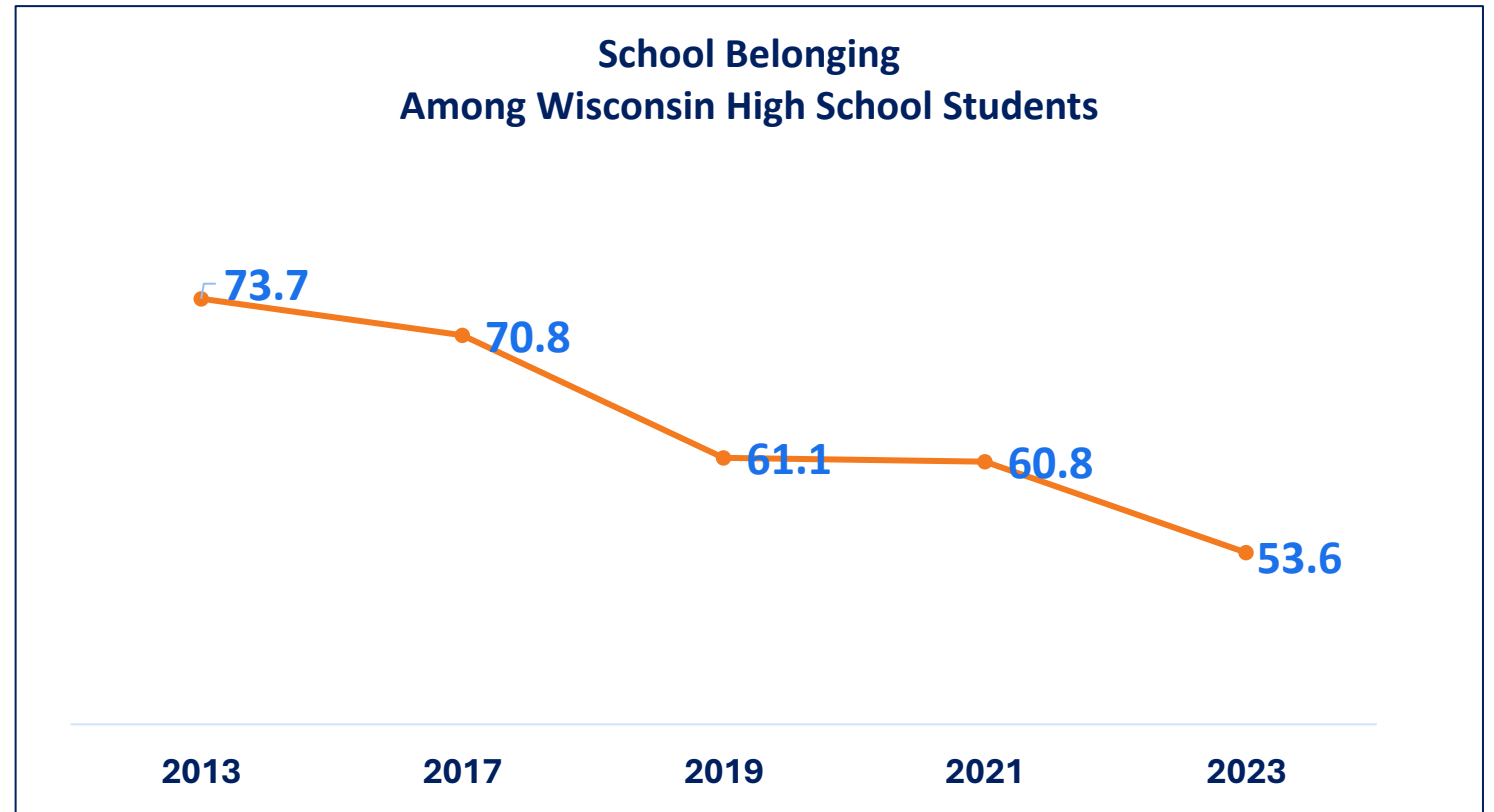
Hirshkowitz M, The National Sleep Foundation's sleep time duration recommendations: methodology and results summary, Sleep Health (2015), <http://dx.doi.org/10.1016/j.sleh.2014.12.010>

Sleep Health

- Ages 6-13 need 9-11 hours of sleep
- Ages 14-17 need 8-10 hours of sleep

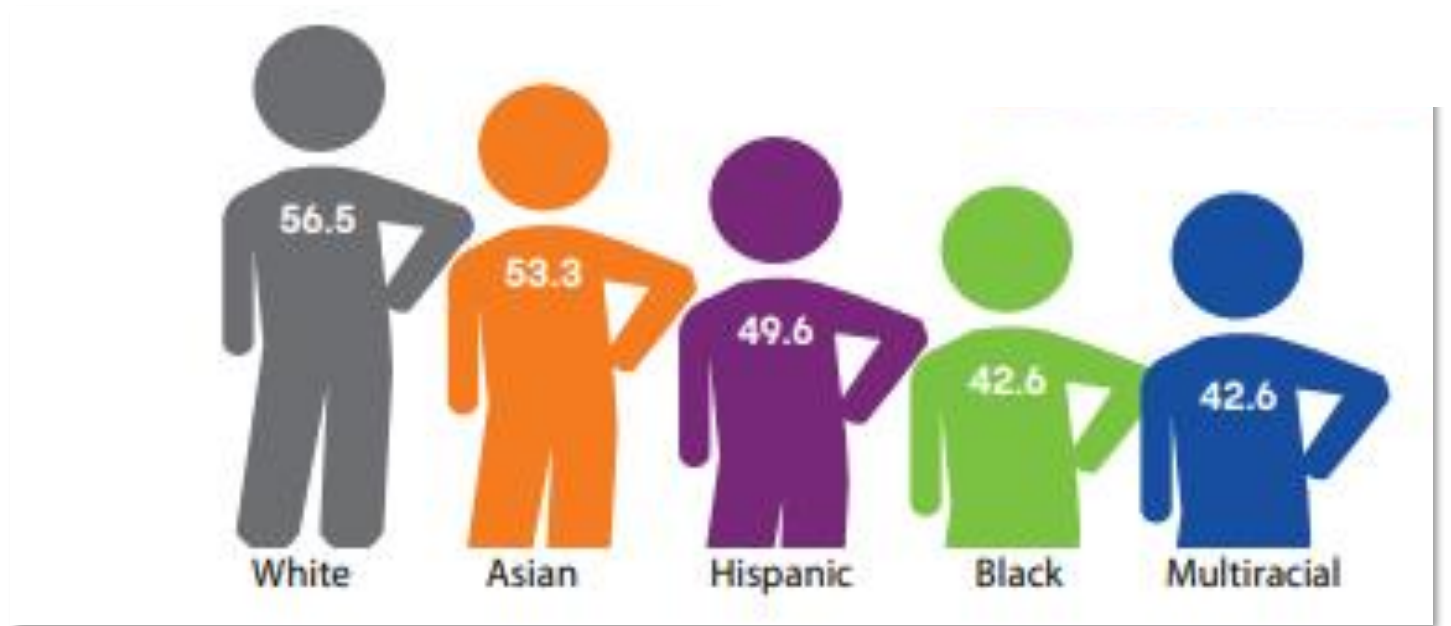
School Belonging

Nearly half of teens (47%) say they **do not feel they belong at their school.**



School Belonging

Less than half of Hispanic, Black, and multiracial kids **feel they belong at their school.**



Is it harder to be a teen today?

69% of parents say it's harder



44% of teens say it's harder



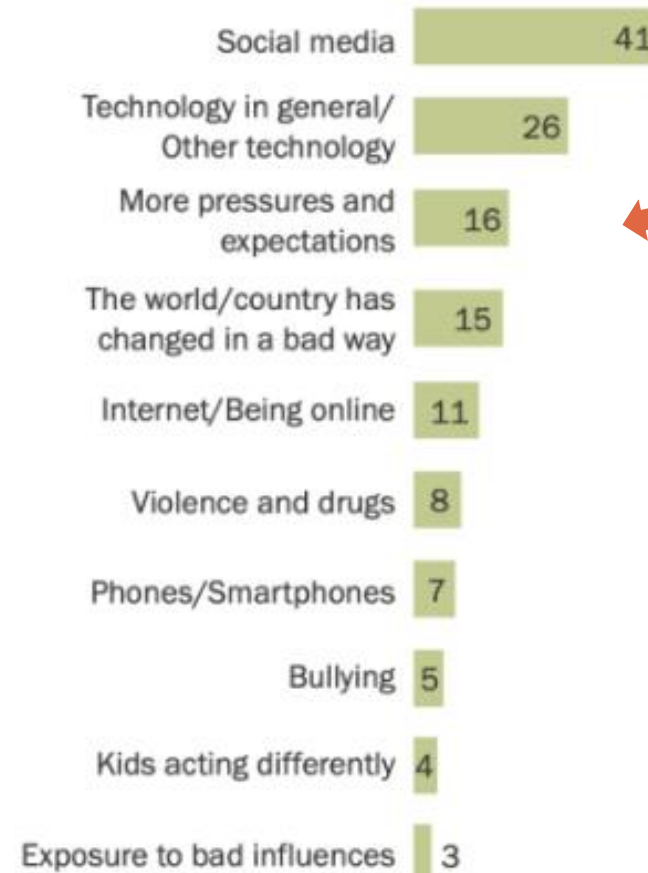
Why parents say it's harder

85% Digital Reason

- 41% Social Media
- 26% Technology
- 11% Internet
- 7% Smartphones

Technology, especially social media, is the top reason parents think it's harder being a teen today

*Among the 69% of U.S. parents of teens ages 13 to 17 who say being a teenager today is **harder** than it was 20 years ago, % who say it's harder because of ...*



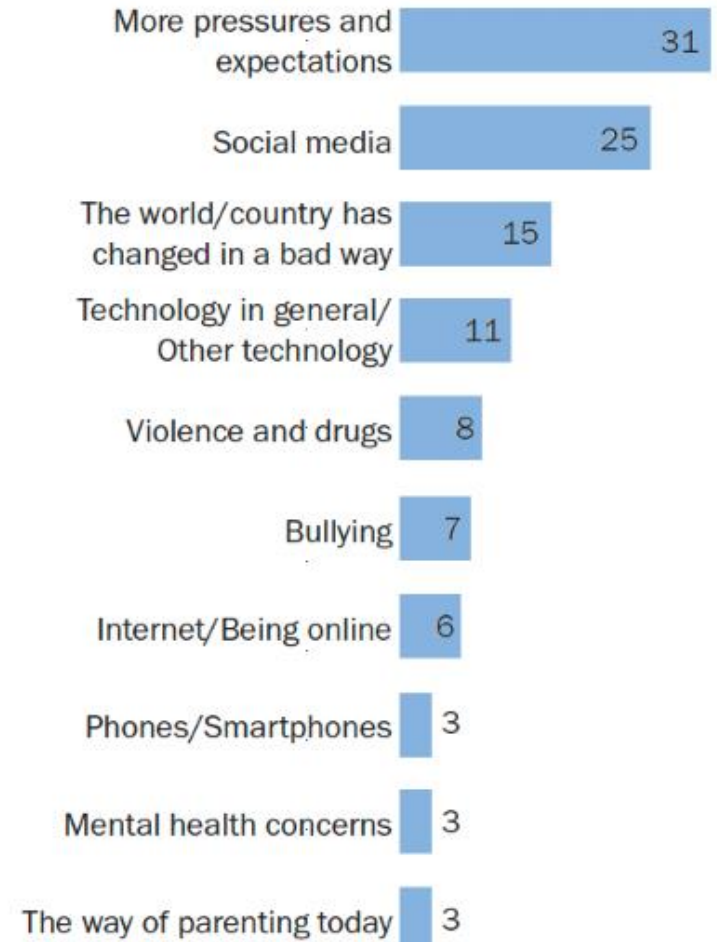
Why teens say it's harder today

45% Digital Reason

- 25% Social Media
- 11% Technology
- 6% Internet
- 3% Smartphones

Increased pressures and social media stand out as reasons teens say it's harder to be a teen today

Among the 44% of U.S. teens ages 13 to 17 who say being a teenager today is **harder** than it was 20 years ago, % who say it's harder because of ...

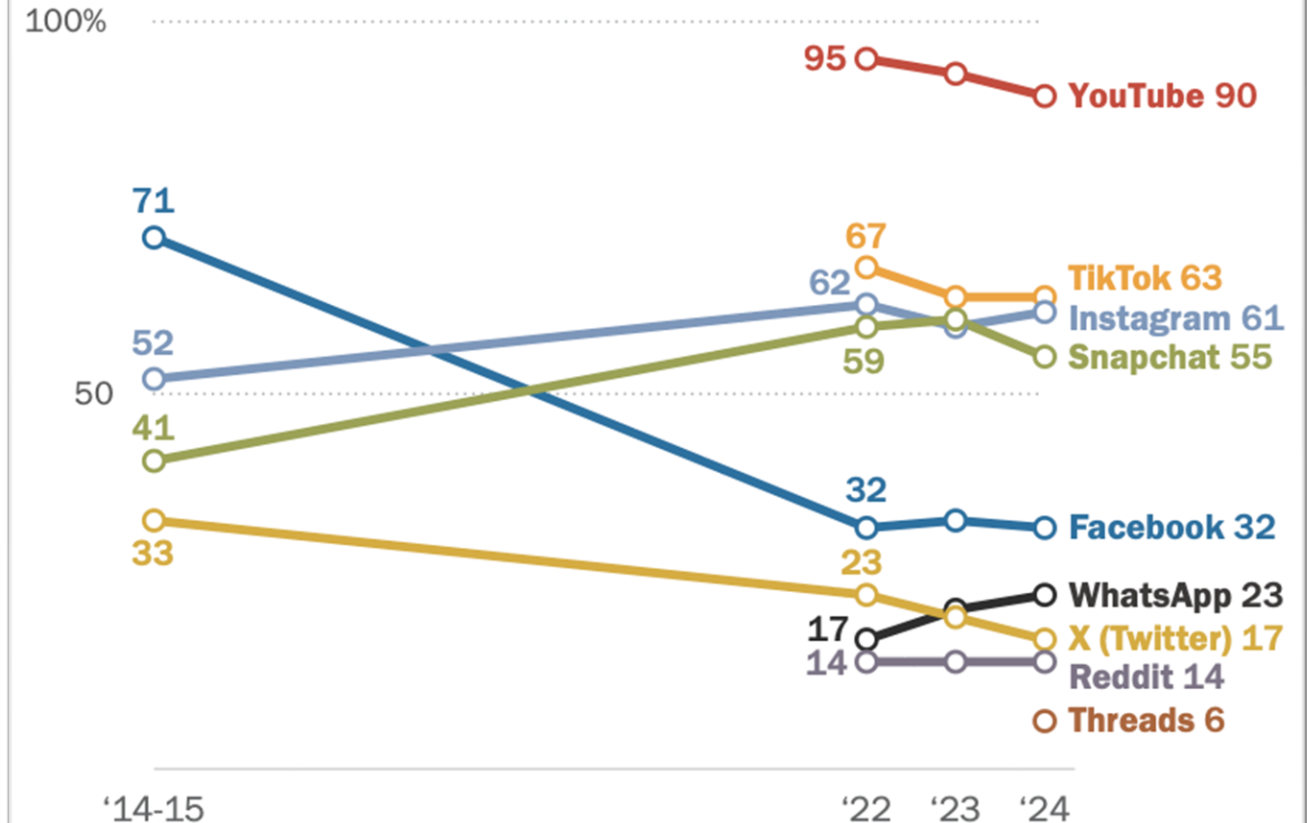


Most Popular Teen Apps

- YouTube
- TikTok
- Instagram
- Snapchat

YouTube, TikTok, Instagram and Snapchat top the list for teens

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites



Note: Those who did not give an answer are not shown.

Source: Survey of U.S. teens conducted Sept. 18-Oct. 10, 2024.

"Teens, Social Media and Technology 2024"

PEW RESEARCH CENTER



Pros and Cons

A young man is sitting in a room, wearing a maroon and grey long-sleeved shirt and blue jeans. He has large black headphones around his neck and is holding a smartphone in his hands. The background shows a wall with several posters and a bed. The text "Pros and Cons" is overlaid on the image in a large, white, sans-serif font. A thin green horizontal line is positioned above the text.

Pros and Cons

Focus less on the digital media tool itself, and more on **how the media is being used.**

Benefits and Risks

Benefits	Risks
❖ Connecting with friends	▪ Time away from healthy activities
❖ Creative expression	▪ Unhealthy social comparisons
❖ Fun, gaming, entertainment	▪ Privacy and data concerns
❖ Learning, passion projects	▪ Exposure to inappropriate content
❖ Finding community	▪ Cyberbullying, harassment, and divisiveness

Benefits and Risks



Media Habits Video 2



How to Help

10 Things You Can Do

1. Create a **Family Media Plan** by age of child
2. Ask your child **questions** about their media use
3. Keep open lines of **family communication**
4. Consume media **together, engage with your child**, use it as a **connection** point
5. Set all child devices and apps to **private mode**
6. Discuss what to do **when you need help**
7. Curate your feed and don't accept messages from **someone you don't know IRL**
8. Understand the **lingo** and **icons**
9. Limit screen time – **especially at night** and in **bedrooms**
10. Emphasize the basics first: **sleep, fresh air, healthy eating, exercise, in-person activities**

Youth Panel

Avery Baxter

Lily Rue

Rebecca Shvartsman

Mental Health America
Student Ambassadors –
Kohler High School



Break

Social Media and Youth Wellbeing

Tina Crave

Greater Watertown Community
Health Foundation

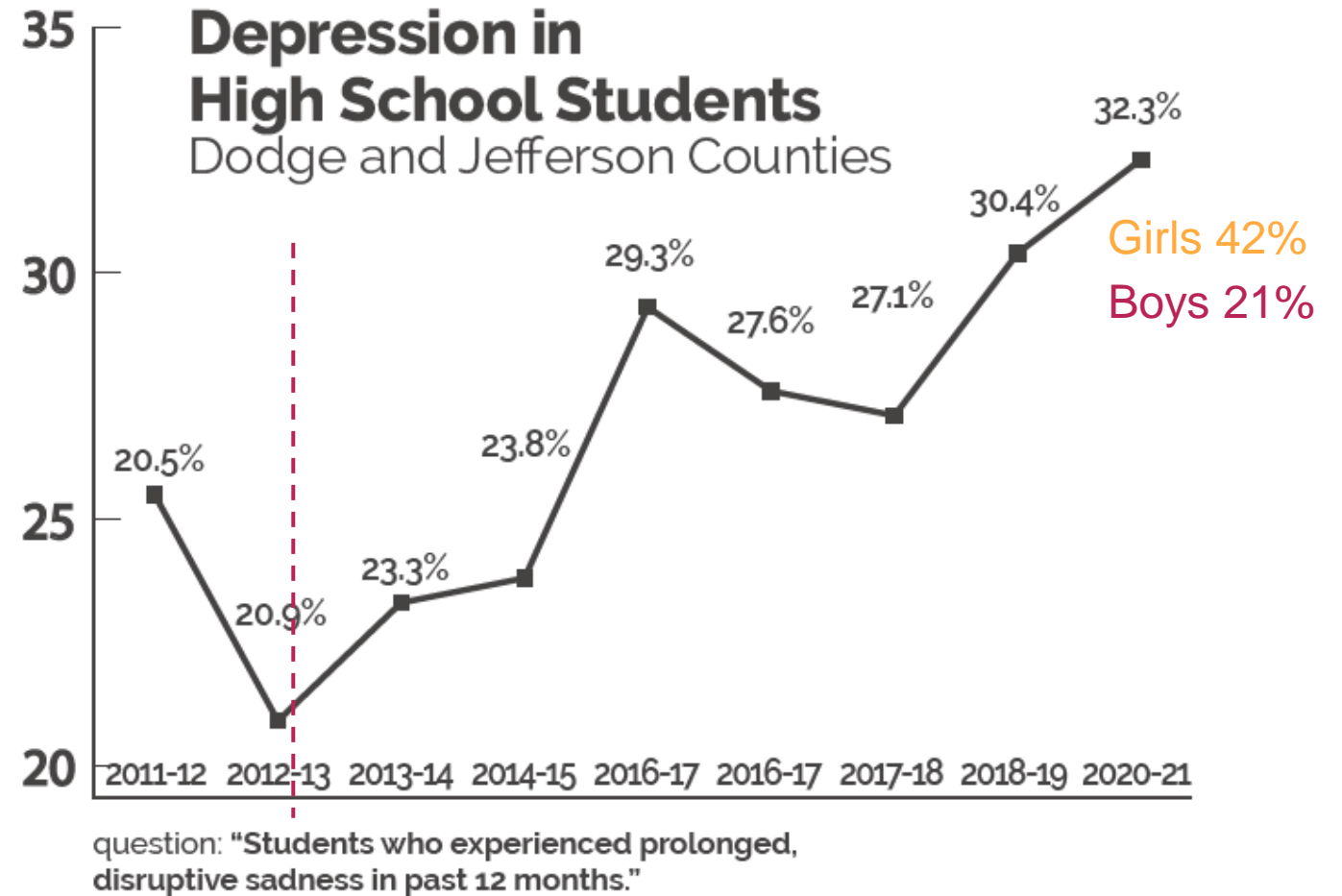
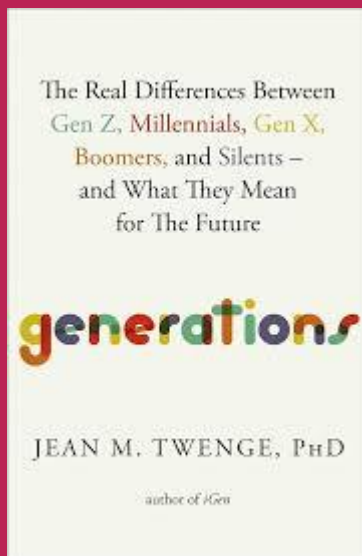
May 2025



Cultivating Wellbeing



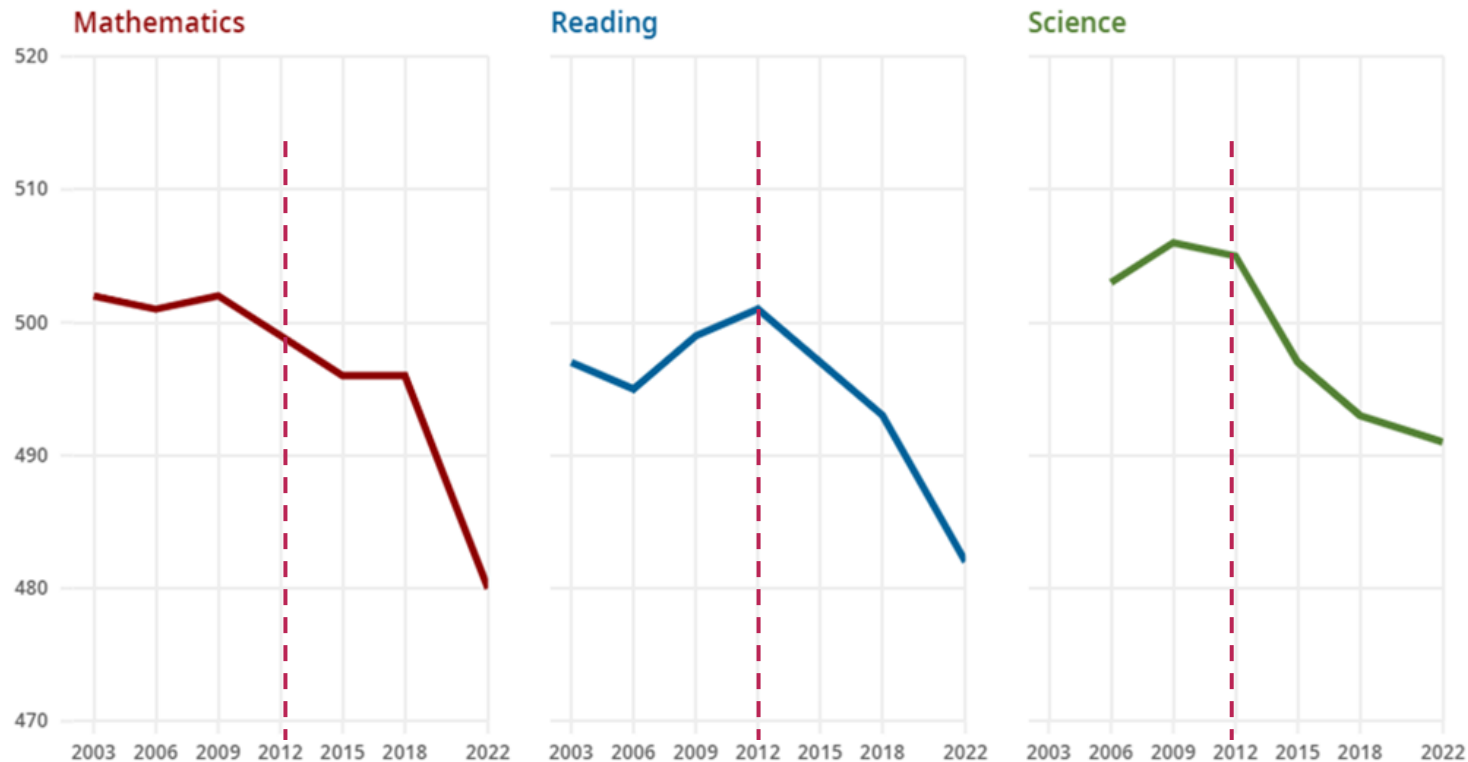
What Happened in 2012?



Data source: Youth Risk Behavior Survey (YRBS) . YRBS includes high school students only. Schools distributing the survey vary by year.

Trends in mathematics, reading and science performance

PISA test scores, OECD average



Source: OECD (2023), [PISA 2022 Results \(Volume I\): The State of Learning and Equity in Education](#).

Global Academic Trends:

Organization for Economic Co-operation and Development (OECD)

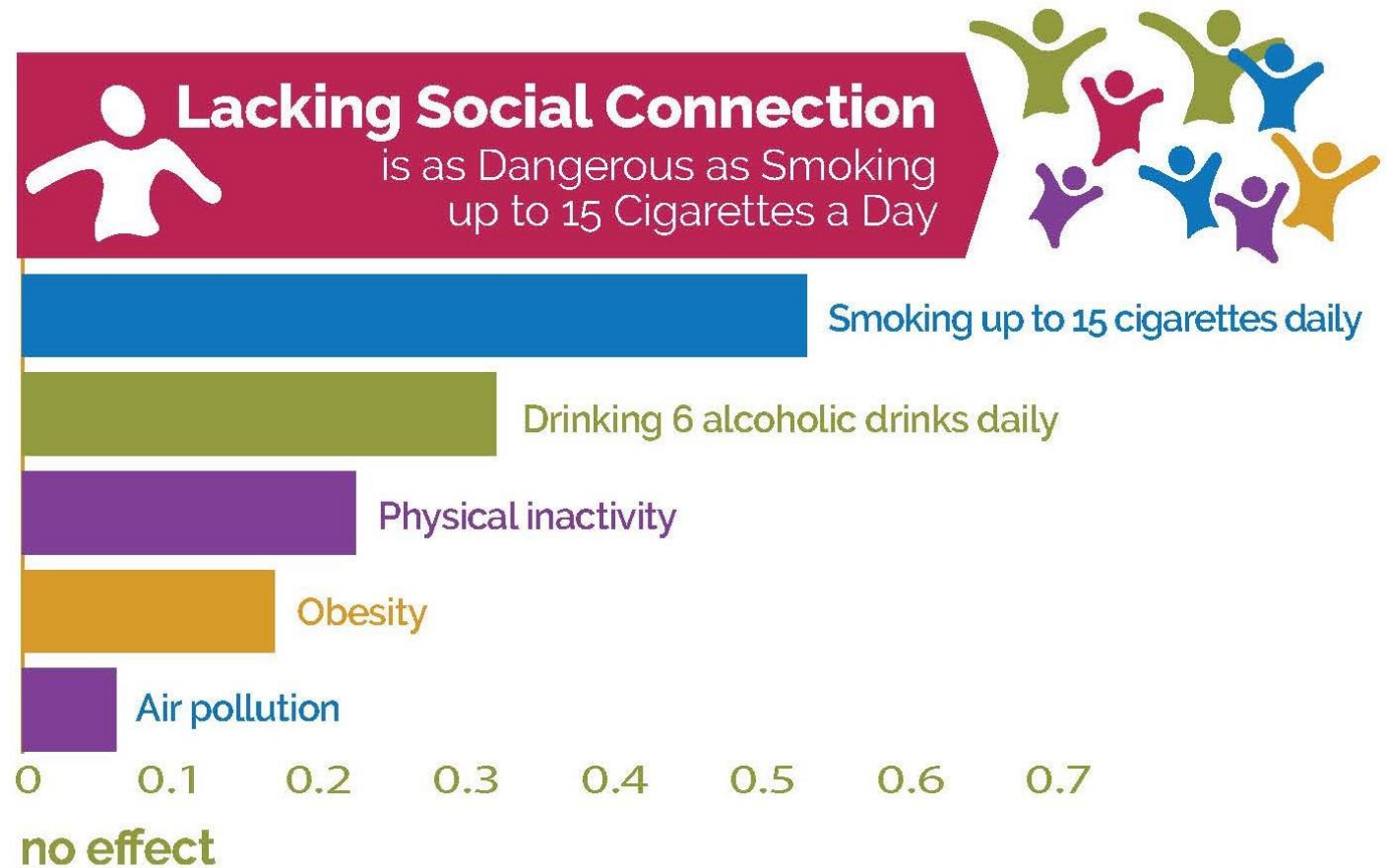
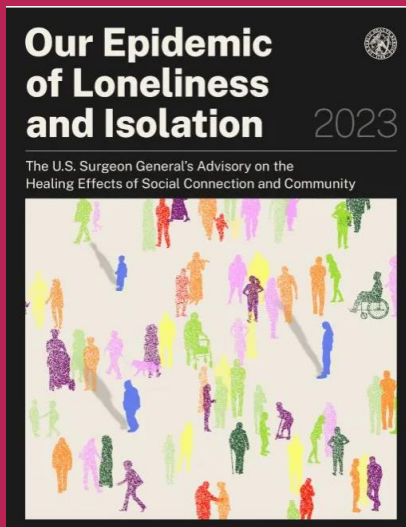
We're All Spending More Time on Screens

What is that screen time replacing?

What important, real-world experiences are vital to help children grow up to be healthy, thriving adults?

Respond in Chat

Relationships and Wellbeing

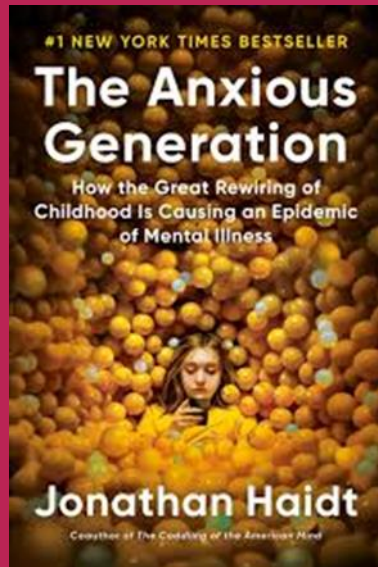


Mortality Comparison: Odds (lnOR) Data Source: Office of the U.S. Surgeon General.

At What Age Do You Think a Child is Ready To:

- 1 Own his/her own smartphone?
- 2 Have their own social media account?
- 3 Have unmonitored access to the internet?

The Great Rewiring of Childhood



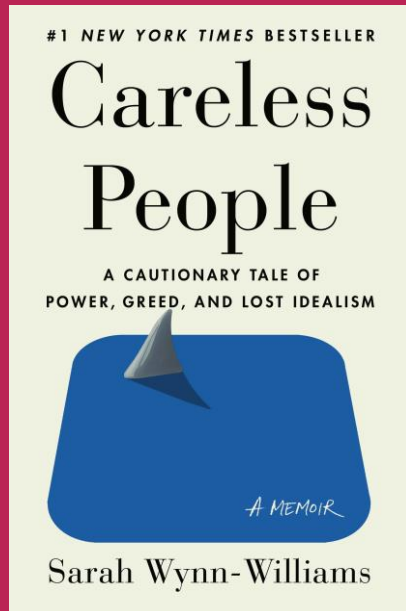
Play-based to phone-based childhood:

Over-protecting in the real world

Under-protecting in the virtual world

- Sleep deprivation
- Social deprivation
- Attention fragmentation
- Addiction

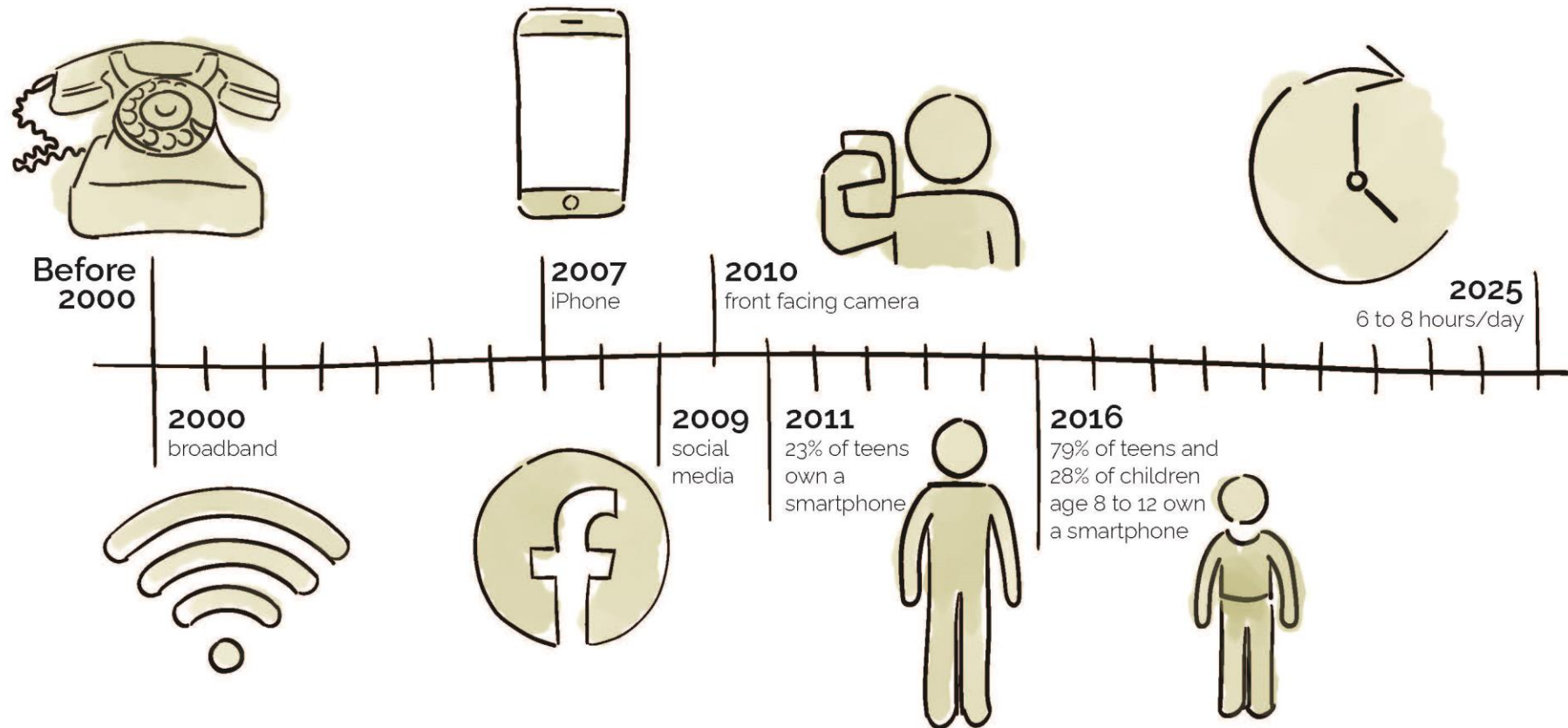
Intentional Design



“In April 2017, a confidential document is leaked that reveals Facebook is offering advertisers the opportunity **to target 13-to-17-year-olds across its platforms**, including Instagram, during moments of psychological vulnerability when they feel “worthless,” “insecure,” “stressed,” “defeated,” “anxious,” “stupid,” “useless,” and “like a failure.”

Or, to target them when they’re worried about their bodies and thinking of losing weight. **Basically, when a teen is in a fragile emotional state.”**

How did we get here?



Am I a Good Role Model?

Do you find times when you catch yourself checking your phone when you should be doing something else, like giving another person your full, undivided attention?



TECHNOLOGY IS BOTH...

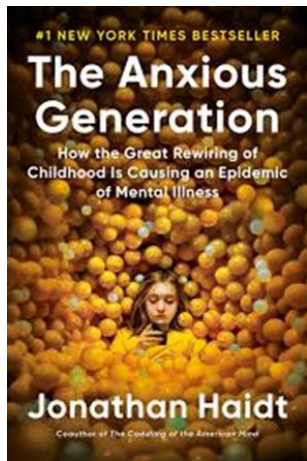
Helpful and harmful.
Exhausting and energizing.
Connecting and dividing.

Technology is multifaceted,
so our approach needs to be, too.

Problematic VS. Protective?

- Happiness: a few hours/week
- 31% mostly positive and 24% mostly negative
 - Baseline mental health, socioeconomic status and family dynamics
- **Self-control**
- How is tech being used?
 - Maintaining vs. starting friendships
 - Mindless scrolling and videos → problematic and addictive
 - TikTok

Reclaim Life in the Real World



Roll back the phone-based childhood

This means delaying children's access to smartphones until high school and social media platforms until 16. Schools need to go phone-free.



Restore the play-based childhood

Children and adolescents need more opportunities for independence, free play, and responsibility.



Reclaim life in the real world

Replace screen time with real-world experiences involving friends and independent activity, so that limits on devices don't feel like deprivation but the opening up of a world of opportunities.

Protecting Developing Minds

How much do I agree or disagree with any of these recommendations?

1. More free and “risky play”
2. No social media until age 16
3. Phone-free schools (bell-to-bell)

Thriving in a Digital World



PEOPLE:
social
support



PLACES:
safe, supportive
environments



PURPOSE:
something
I care about and
can wake up for

“
Together we can
build a community
that is healthier, more
resilient, less lonely,
and more connected.
”

Office of the U.S. Surgeon General



Tcrave@WatertownHealthFoundation.com



Cell Phones at School

Kayla Strommen

Dean of Students – Glacier
Creek Middle School,
Middleton



Announcements / Next Meeting

Member Announcements

- Share announcements/events/activities from your organizations



Next Meeting

- August 1, 2025

