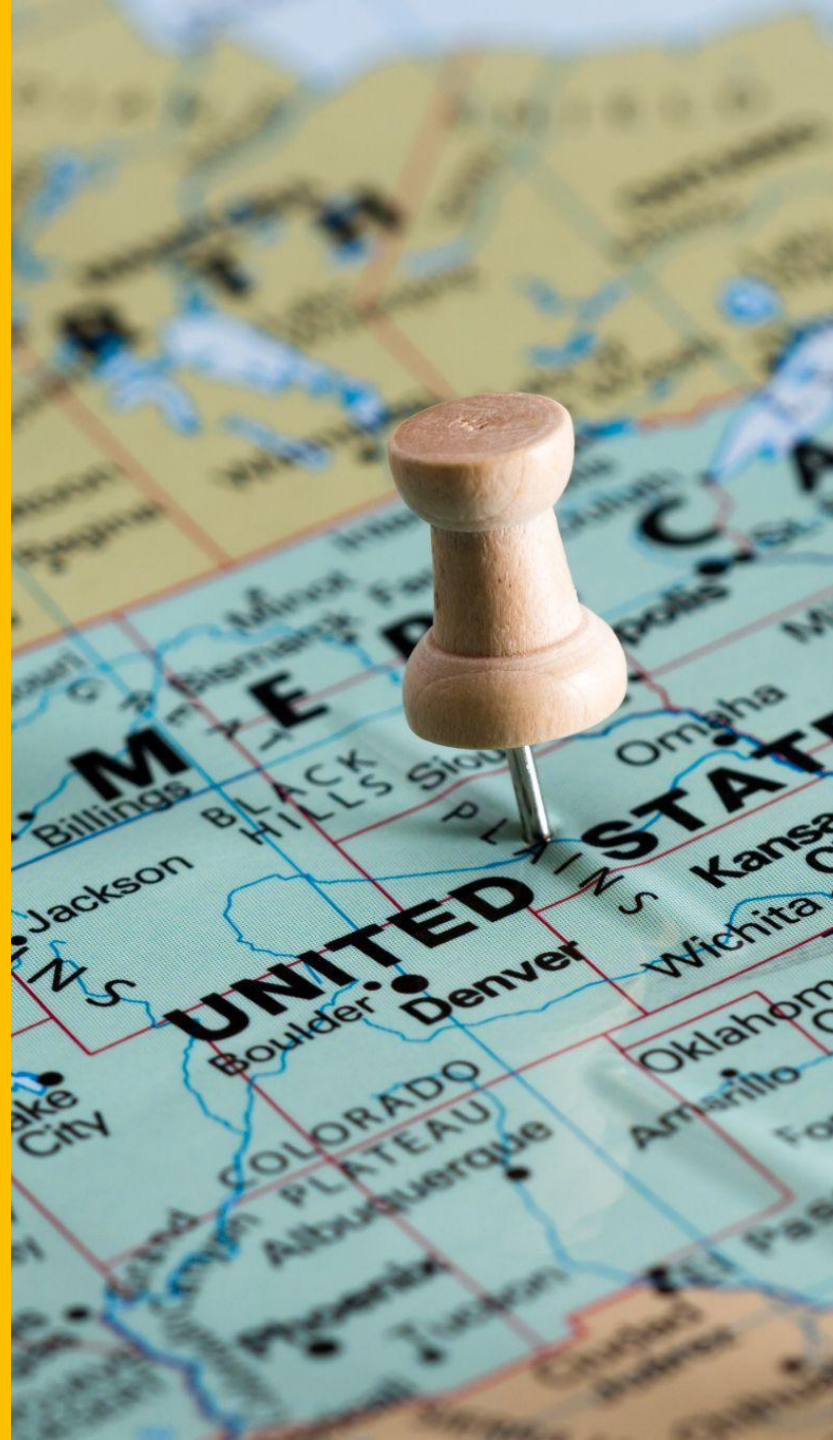


# Connection Over Content:

Raising Healthy Youth in a Tech-First World

Brittany Homer, MS, CFLE  
*Digital Wellness Chair, Utah PTA  
Executive Director, Project STAND*



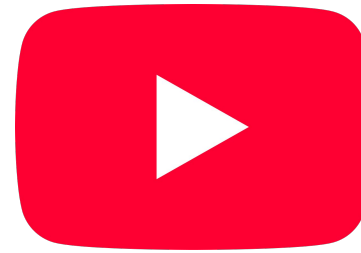




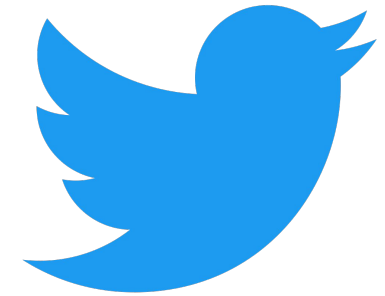
**2002**



**2004**



**2005**



**2006**







**SCREEN TIME**



**SOCIAL MEDIA**



**PREDATORS**



**CYBERBULLYING**



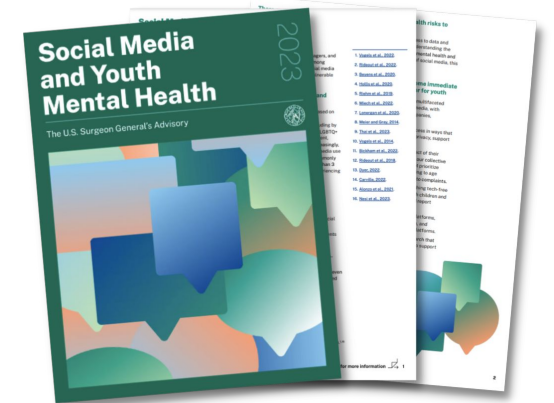
**PORNOGRAPHY**

# SCREEN TIME

- Higher screen time has been associated with lower cognitive performance, especially tied to social media and reduced sleep.
- SCREEN USE → SOCIO-EMOTIONAL PROBLEMS → SCREEN USE
- Tech is designed to exploit neurological pathways, contributing to dopamine dysregulation, reduced attention span, increased impulsivity, emotional distress, social comparison, and addiction
- This generation is the first in modern history to score lower on cognitive measures such as attention, memory, literacy, numeracy, and executive functioning than the preceding generation.

# SOCIAL MEDIA

- Research shows that the more time a young person uses social media the more likely they are to be depressed.
- Social media use is connected with low self-esteem, eating disorders, body dissatisfaction, self-harm, cyberbullying, sleep deprivation, attention problems, and suicidality.
- Dr. Vivek Murthy said, “We are in the middle of a national youth mental health crisis, and I am concerned that social media is an important driver of that crisis – one that we must urgently address.”



# CYBERBULLYING

- Over 30% of children globally have reported being victims of cyberbullying—in the form of harassment, hurtful comments, threats, rumors, intentional exclusion, humiliation, etc.
- The more time someone spends online, the more likely they are to experience cyberbullying.
- Adolescents who experienced cyberbullying were significantly more likely to exhibit severe suicidal ideation and attempts.

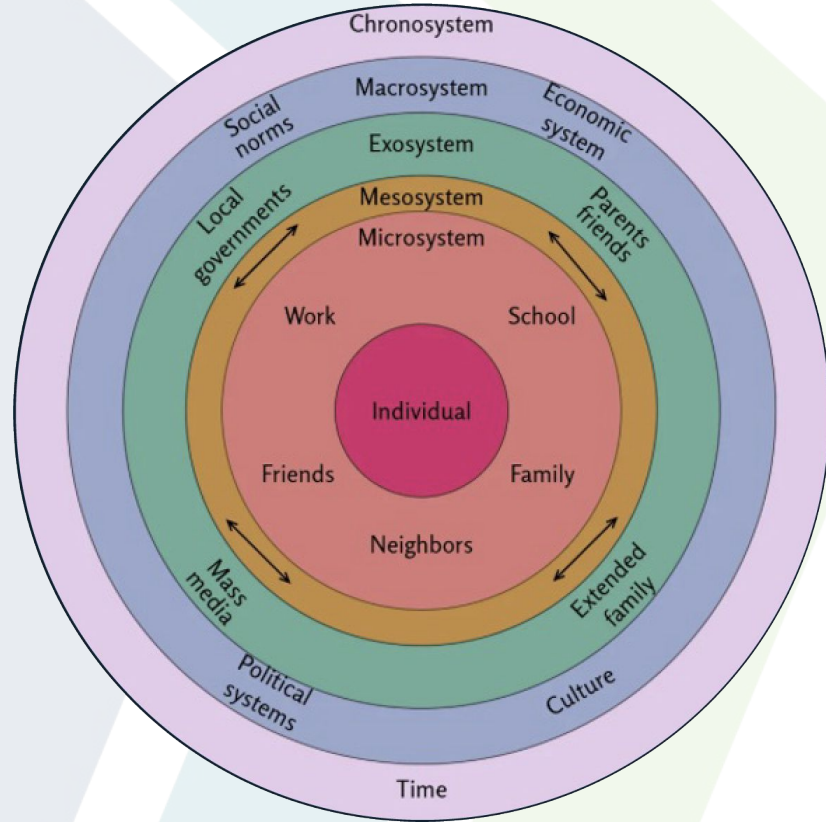
# PORNOGRAPHY

- Pornography exposure is related to lower self-esteem, poor body image, sleep disturbances, anxiety, depression, and compulsive, aggressive, and misogynistic sexual behavior.
- Most kids are exposed to pornography by age 13.
- Most initial exposures are unintentional through accidental clicks, social media, or pop-up ads.
- Most teens who have been exposed have witnessed violent or aggressive forms of pornography.
- Viewing pornography lowers a child's inhibitions, may traumatize them, and makes them more vulnerable to solicitations from predators.

# REPORTS OF ONLINE PREDATORS

Type of Exploitation	2024	Jan-Jun 2025	Increase
Financial Sextortion	13,842	23,593	<b>+70.4%</b>
Online Enticement	292,951	518,720	<b>+77.1%</b>
Sadistic Online Enticement	508	1,093	<b>+115.2%</b>
Child Sex Trafficking	5,976	62,891	<b>+952.4%</b>
Generative Artificial Intelligence	6,835	440,419	<b>+6,343.6%</b>





**Urie Bronfenbrenner's Ecological Systems Model**



**Digital Protection Model**



**Advocating for Tech  
Company  
Accountability  
Through Effective  
Policy and Regulation**



In the past century, what was the largest proven industry conspiracy affecting the United States and the developed world?

**"Give your throat a vacation...**

# Smoke a **FRESH** cigarette"

**I**f the cigarette you have been smoking stings or burns your throat, switch to Camels and see the difference.

It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough.

It's the unkindly hot smoke of harsh, dried-out tobacco that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

This scientific germ-safe wrapping—not plain ordinary Cellophane, but moisture-

proof Cellophane which costs nearly twice as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat-friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

There is CAMEL QUALITY HERE including Starline, Breeze and Easy Way — Camel Menthol, American Jockey Brand — Camelina Brand — every night except Sunday.



“The tobacco industry had a playbook, a script that emphasized personal responsibility, paying scientists who delivered research that instilled doubt, criticizing the “junk” science that found harms associated with smoking, making self-regulatory pledges, lobbying with massive resources to stifle government action, introducing “safer” products, and simultaneously manipulating and denying both the addictive nature of their products and their marketing to children.”

*~ Brownell KD, Warner KE. The perils of ignoring history: Big Tobacco played dirty and millions died. How similar is Big Food? Milbank Q. 2009 Mar*



**5 Big Tech CEOs** called to account at Senate Hearing.



**Meta CEO apologizes** to families harmed by social media.



## Press Release

TECH OVERSIGHT  
REPORT: UNSEALED  
COURT DOCUMENTS  
SHOW TEEN  
ADDICTION WAS BIG  
TECH'S "TOP  
PRIORITY"

January 25, 2026



**Landmark U.S. social media addiction trials against  
Meta, YouTube, Snapchat and Tiktok**





TECH

# Meta must pay \$375 million for violating New Mexico law in child exploitation case, jury rules



# VICTORY!

∞ Meta & YouTube

Lose High-Profile

Social Media

Addiction

Trial



# Legislation in Utah

- S.B. 69 School Device Revisions (bell-to-bell policy)
- S.B. 267 Software in Education Amendments (SAFE Act)
- H.B. 273 Classroom Technology Amendments (Balance Act)
- S.B. 88 School Technology Amendments (school-issued devices)
- H.B. 55 Privacy Compliance for Education Technology Vendors (student data collection)
- H.B. 498 Utah App Store Accountability Act Amendments



# **Mobilizing Communities to Protect and Support Minors In the Digital World**





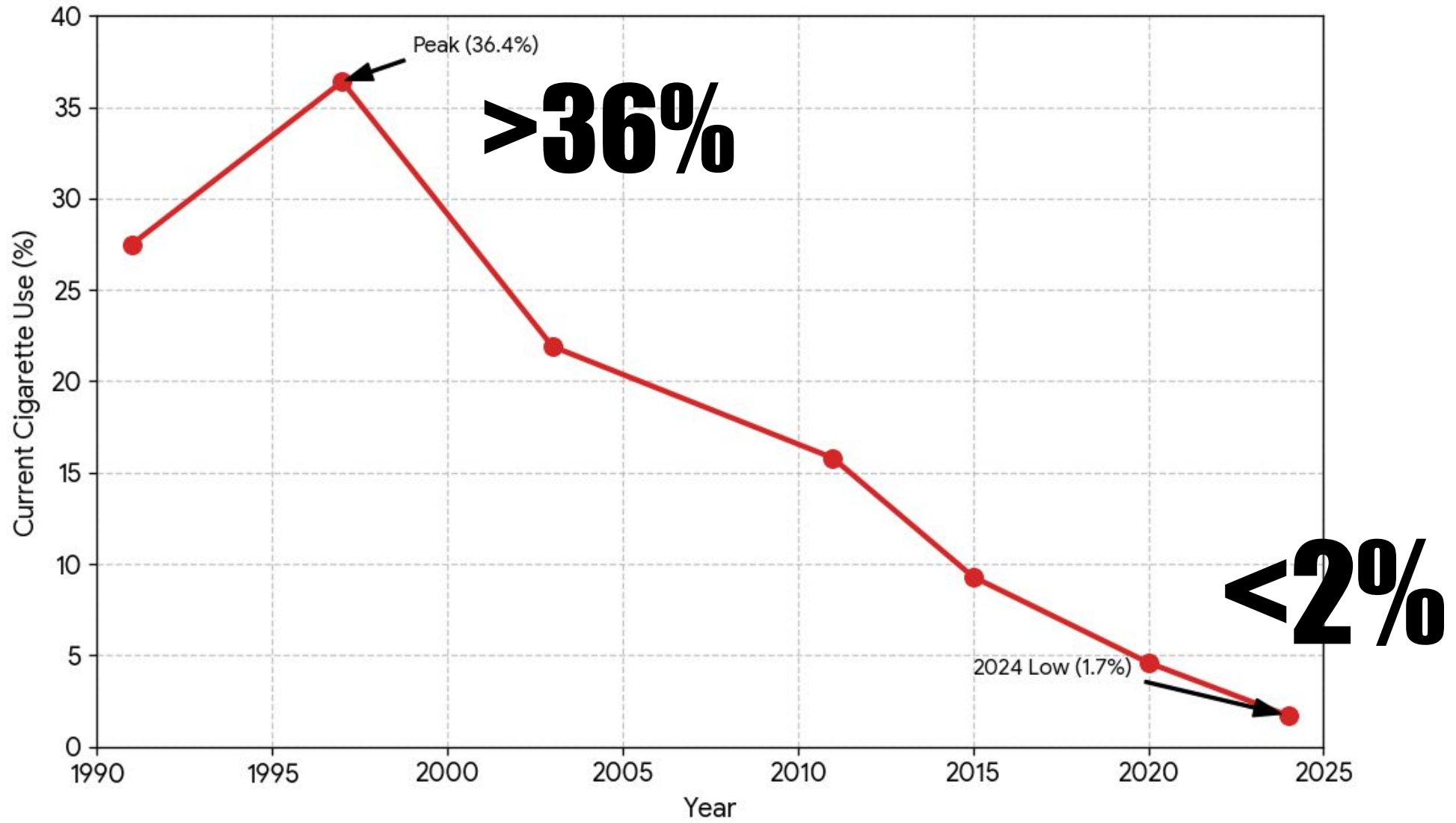
San Diego Zoo  
**Safari Park**

Utah  2026  
**PTA LEADERSHIP**  
**CONVENTION**  
together we lead 



# We are the Community

# Decline of Cigarette Smoking Among U.S. High School Students



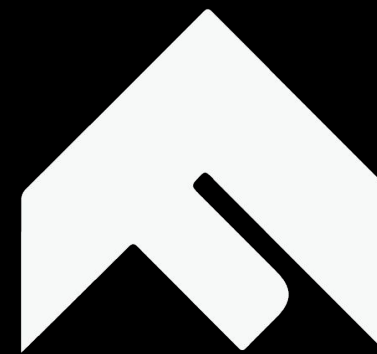
# Education and Awareness





# BRAIN HEART WORLD

DISCOVER THE HARMFUL EFFECTS OF PORNOGRAPHY  
A THREE-PART DOCUMENTARY SERIES BY: FIGHT THE NEW DRUG



**FIGHT THE  
NEW DRUG**

# Victory!

We're thrilled to share that





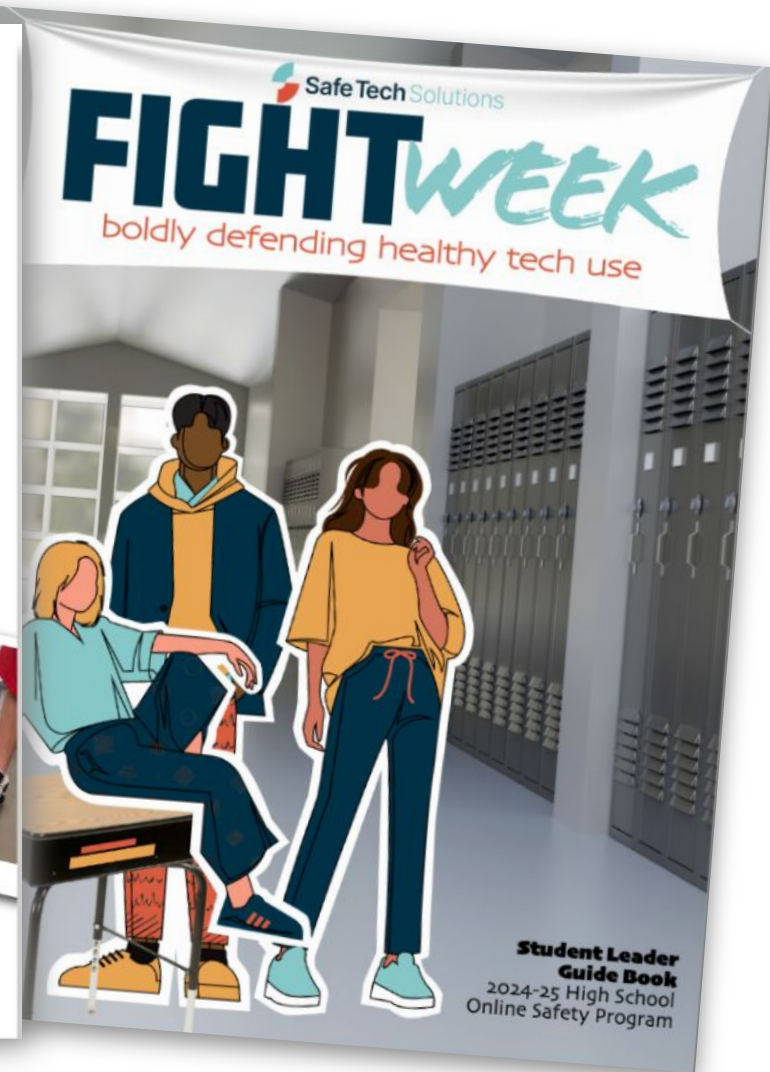
# STAND WEEK

Online Safety for Youth

## Student Leader Guide Book



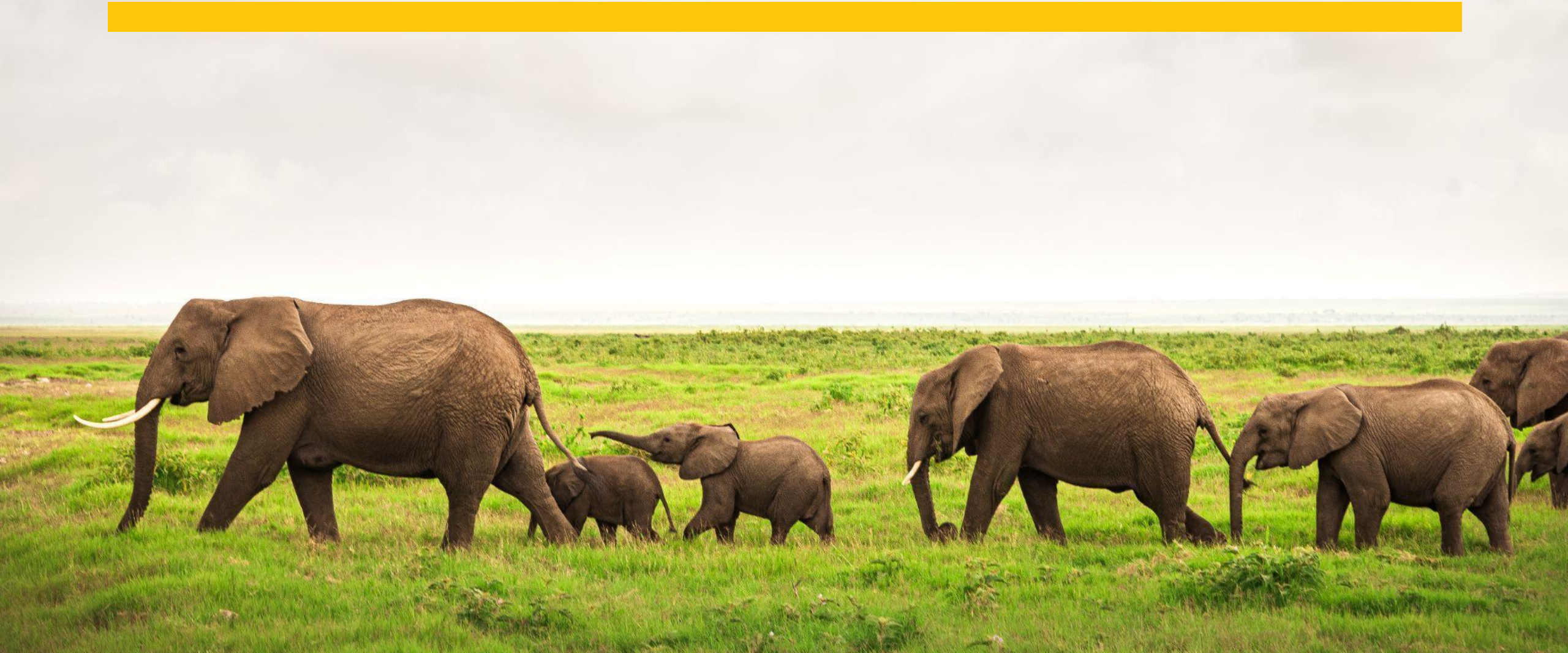
STAND Week, Online Safety for Youth © Project STAND 501(c)(3) 2025 | projectSTAND.org | May be used with permission.



# Modeling Healthy Digital Behavior



# Connection



# Daily Screen Time Hours

**5+**

Ages 8-12

**7-9+**

Ages 18+



# Church



**WAIT**  
until  
**8th**



Utah **PTA** LEADERSHIP CONVENTION 2026  
together we lead





# **Equipping Parents to Protect Their Children Through Education and Resources**

Part 1: The Role of  
Parents





# THE VITAL ROLE OF PARENTS

- Parents' roles in the development of their children's identity, relationships, and values.
- Parents as primary teachers. Responsible for protection, guiding moral development, collaborative parenting, and building familial bonds.
- The unique contributions of mothers and fathers.

# IDENTITY | RELATIONSHIPS | VALUES



- Identity formation begins in early childhood and continues through adolescence. Parents shape this process more than any other factor.
- Parents provide the earliest and most consistent feedback about who a child is and what they can become.
- Parental beliefs, expectations, and communication patterns shape a child's self-concept and sense of competence.
- Cultural, emotional, and behavioral modeling from parents form the foundation of identity.

A woman and a young girl are sitting together, looking at a smartphone. The woman is on the left, and the girl is on the right. They are both smiling and appear to be engaged in a conversation. The background is a soft, out-of-focus indoor setting.

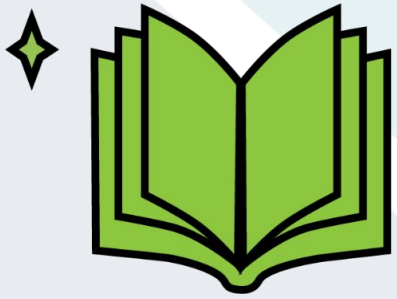
# IDENTITY | **RELATIONSHIPS** | VALUES

- A child learns how to relate to others by first developing and experiencing relationships at home.
- Parent–child attachment forms the template for a child’s future relationships: platonic, romantic, professional, etc.
- Warm, responsive parenting predicts stronger emotional regulation and healthier relationships outside of the home.
- Conflict patterns, communication styles, and emotional climate in the home shape a child’s social behavior.



# IDENTITY | RELATIONSHIPS | **VALUES**

- Values are passed on primarily through parental modeling, communication, and reinforcement.
- Parents teach norms, expectations, and moral reasoning through daily interactions.
- Children internalize values by observing how parents handle conflict, treat themselves and others, and make decisions.
- As peers gain influence in adolescence, parental values remain the strongest predictor of a child's long-term moral orientation.



# PRIMARY TEACHERS



**PROTECTORS**



**GUIDES FOR MORAL DEVELOPMENT**

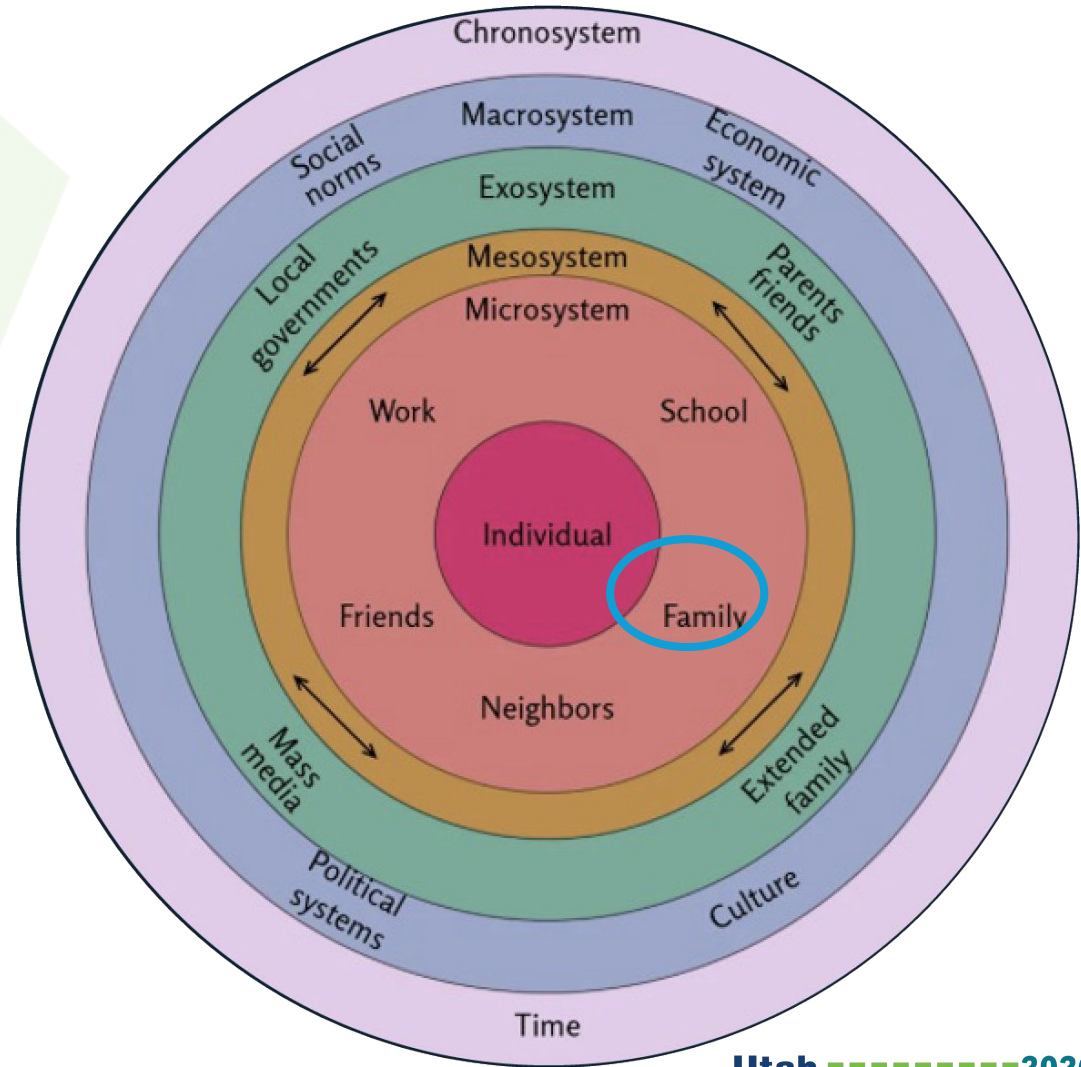


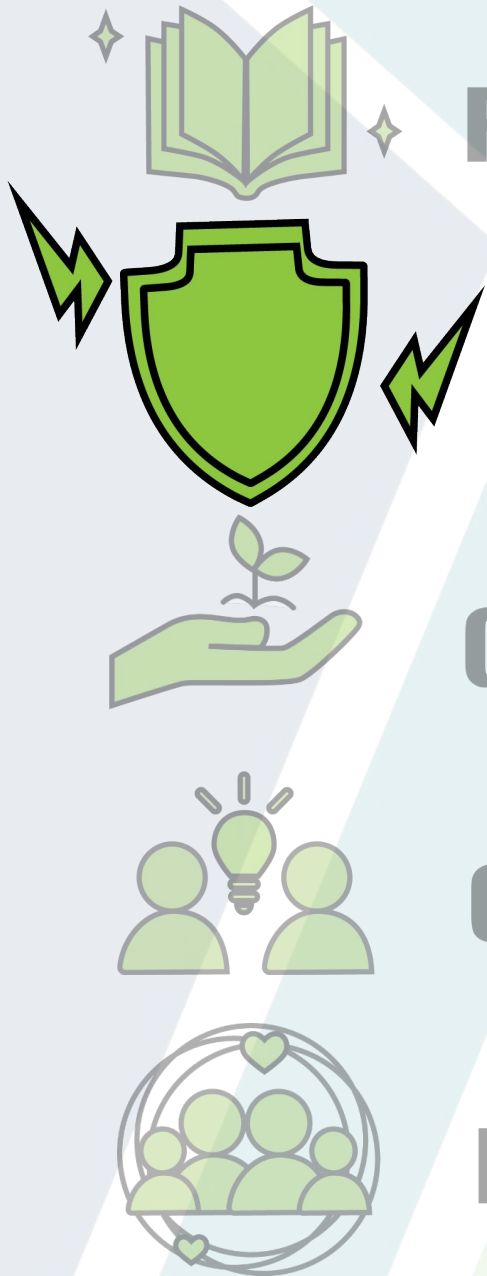
**COLLABORATORS**



**INITIATORS OF FAMILY BONDING**

# Dr. Urie Bronfenbrenner's Ecological Systems Model





**PRIMARY TEACHERS**

**PROTECTORS**

**GUIDES FOR MORAL DEVELOPMENT**

**COLLABORATORS**

**INITIATORS OF FAMILY BONDING**



**PRIMARY TEACHERS**



**PROTECTORS**



# **GUIDES FOR MORAL DEVELOPMENT**



**COLLABORATORS**



**INITIATORS OF FAMILY BONDING**



**PRIMARY TEACHERS**



**PROTECTORS**



**GUIDES FOR MORAL DEVELOPMENT**



**COLLABORATORS**



**INITIATORS OF FAMILY BONDING**



**PRIMARY TEACHERS**



**PROTECTORS**



**GUIDES FOR MORAL DEVELOPMENT**



**COLLABORATORS**



**INITIATORS OF FAMILY BONDING**



# **Equipping Parents to Protect Their Children Through Education and Resources**

Part 2: Education &  
Resources for Parents





# PARENTAL CONTROLS FOR EVERY DIGITAL DEVICE

Our Favorite Gaming Systems, Smartphones, Tablets, And Even Smart TVs Have Parental Controls That Are Constantly Changing. Read Our Parent Guides Below!



Amazon Echo



Amazon Fire Stick



Android Phone



Apple TV



# Safe Phone Options



Free Phone +  
\$39/mo.

No Social Media  
Talk & Text Only

Advanced Content  
Monitoring

Active GPS  
Tracking



Free Phone +  
\$19/mo.

No Social Media,  
Only Approved  
Contacts

App Control &  
Safe Browser

Active GPS  
Tracking



\$149.99 +  
\$24.99/mo.

No Social Media,  
Parent Control  
Contacts

Clean Music &  
17 Safe Apps

Active GPS  
Tracking



\$99 starting - 5  
Phone Options

No Social Media or  
Adult Apps

Safelist & Remote  
Text Monitoring

Active GPS  
Tracking



\$229 starting -  
Samsung Phone

Parents can  
control apps

Blocks calls/texts  
from strangers

Active GPS  
Tracking



# Internet Filter Options



**bark**

- Bark Home starts at \$6/mo.
- App installed on device or router filter available
- Custom Schedule & App Filtering
- Real time alerts & parenting tips



**Qustodio**  
by Qoria

- Basic starts at \$54.95/year
- App installed on device
- Filters content on apps & websites
- Custom time limits & routines



**circle**  
by Aura

- Basic starts at \$10/mo.
- App installed on device
- Filters, blocks, & monitors sites and apps
- Also has option to protect from cybercrime



**Net Nanny**

- Family Protection Pass \$79.99/year
- App installed on device
- Dynamic, real time filtering w/ alerts
- Children's profiles to be uniquely customized











**FamilyTime**

- One child device starts at \$2.41/mo.
- App installed on device
- Smart filters, time management & GPS tracking
- TeenSafe Drive and SOS (Panic Button)



## Safety Settings for Popular Social Media Apps *a quick guide for parents and educators*

This table lists important safety and privacy features for popular social media apps. The table is divided into three sections: policies enforced by the social media company, parental account options which a parent can enforce, and account settings, which the owner of the account must enforce. The minimum age for a social media account is 13, but companies do not verify the age. Where an option is available there is a "learn how" link to the appropriate documentation page providing instructions on how to use the safety setting. The information in the table is current as of January 2025. This document may not reflect subsequent changes or updates.

								
	Discord	Facebook	Instagram	Snapchat	TikTok	WhatsApp	X (Twitter)	YouTube
<b>Social Network Policies</b>								
Policy prohibits sexually explicit content	✗	✓ <a href="#">Learn how</a>	✓ <a href="#">Learn how</a>	✓ <a href="#">Learn how</a>	✓ <a href="#">Learn how</a>	✗	✗	✓ <a href="#">Learn how</a>
Requires age verification at account creation in U.S.	✗	✓ <a href="#">Learn how</a>	✗	✗	✗	✗	✗	✗
Enforces stricter default settings for minors	✓ <a href="#">Learn how</a>	✗	✓ <a href="#">Learn how</a>	✓ <a href="#">Learn how</a>	✓ <a href="#">Learn how</a>	✗	✗	✓ <a href="#">Learn how</a>
<b>Parental Account Options</b>								
Parent can set up a linked	✗	✓	✓	✓	✓	✗	✗	✓



# Search ESRB Game Ratings

## \* Game Title

## Platforms Included

### Nintendo

- Nintendo Switch 2  
 Nintendo Switch

### Sony

- PlayStation 5  
 PlayStation 4

### Microsoft

- Xbox Series  
 Xbox One

### Windows/Mac

- PC

### Other

- Other

## Rating Categories Included



## Content Included



### App Reviews

Parents and caregivers, find apps by age.

## How old is your kid?

You can add another kid later.



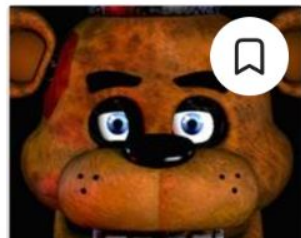
8



Next, choose your devices

Already have an account? [Sign in first](#)


### New and Popular





# Resources for families

Need help figuring out where to start with online safety?  
We've got you covered!

Filter by:

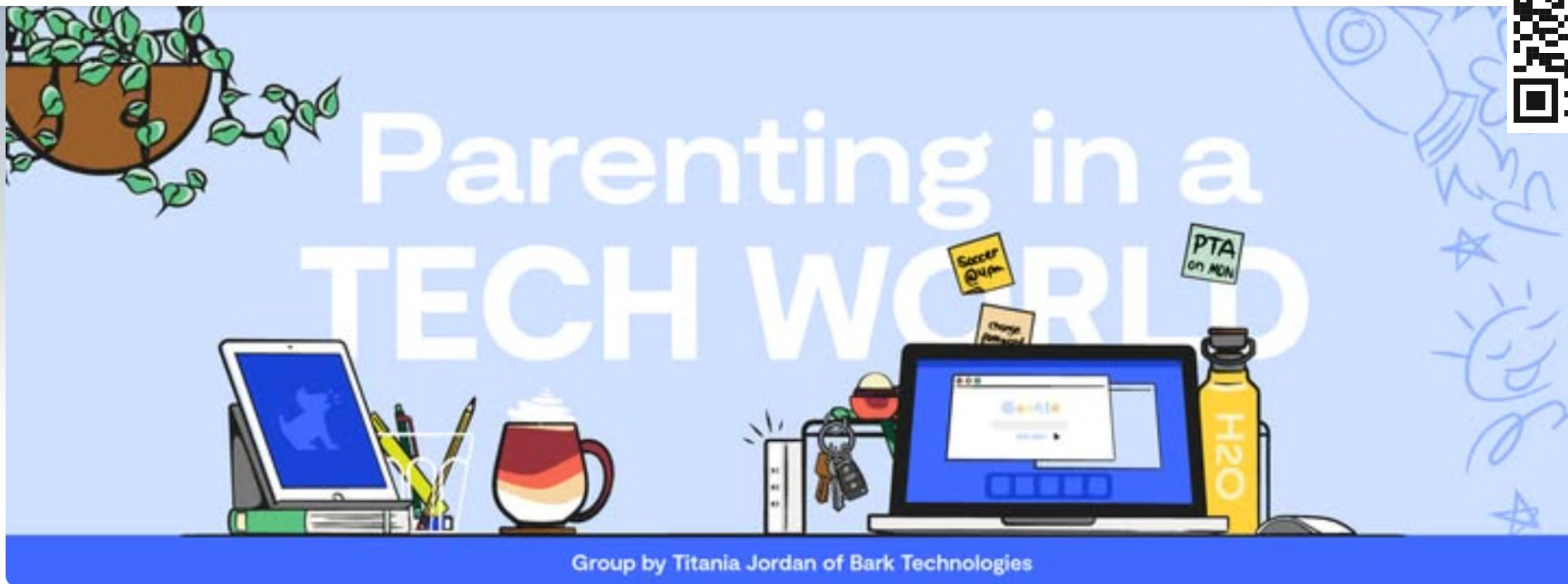
**All**

Slang Words





Search Facebook



Group by Titania Jordan of Bark Technologies

# Parenting in a Tech World

Private group · 665.8K members



+ Invite

Share

Joined



About

Discussion

Featured

Open questions

Guides

Members

Events

Media

Files



Write something...

About



# Digital Footprint

- "Active" vs. "Passive" data
- Oversharing: school name, birthdate, vacation plans
- Most college admissions officers and potential employers look applicants up online
- Online portfolio showcases achievements and professionalism
- "Would I be okay if my teacher, coach, or grandmother saw this?"





# Parental Sex Education

- Customized education
- Layered conversations based on maturity
- Value transmission
- Validates and/or corrects other sex education
- Associated with reductions in risky sexual behaviors

# Essentials of Parental Sex Education

- Answer questions clearly and honestly
- Starting young - use correct terminology
- Help them understand how amazing their bodies are
- Teach them to show respect for the bodies of others
- Remind them they can tell and ask you anything (avoid fear or embarrassment)
- Teach the significant emotional consequences



# Signs of Grooming, Cyberbullying, & Exploitation:

- Secrecy and evasiveness
- Excessive or late-night use
- Device possessiveness
- Unexpected gifts
- New, secret accounts
- Changes in interests or social life
- Sudden mood swings
- School issues
- Physical symptoms
- "Older friends"
- Sexualized language
- Pressure for secrecy
- Isolation from family

# How AI Exploits

- Voice cloning
- Deepfakes
- Impersonation chatbots
- Nudify apps
- Data-driven personalization

# Practical Suggestions

- Create a family safe word
- Verify unusual requests
- Limit public content online
- Reset your algorithm
- Create a family media plan
- “No trouble bubble”
- Keep devices in public areas
- Model healthy digital habits

# Family Focused Planning



## OUR FAMILY QUEST TO HEALTHY TECH Mapping our Plan

### STEP 1 *Where are we now?*

How do we feel about our current tech use?

color one:



Tell me more: \_\_\_\_\_

\_\_\_\_\_

What would we like to change? \_\_\_\_\_

\_\_\_\_\_

### STEP 2 *What is our goal now?*

What would a "good" day of tech use look like for our family, where everyone feels balanced and happy?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Draw or write our goal idea:

### STEP 3 *Our map to reach our healthy goal:*

**P** What is our positive goal?  
*Example: No tech zones at home*

\_\_\_\_\_  
**L** What does that look like?  
*Ex.: Setting a timer for tech use*

**A** What actions will we take?  
*Ex.: Have a partner to check in with*

**N** Now we have a plan!  
When will we start?

\_\_\_\_\_



## FAMILY SAFE TECH Contract

DATE: \_\_\_\_\_

1. How much time will we spend on screens each day? \_\_\_\_\_
2. How can we all make sure to balance our screen time with other fun things? \_\_\_\_\_
3. What time will we all stop using devices each day to make sure we get enough rest and family time? \_\_\_\_\_
4. What zones in our home are screens not allowed? \_\_\_\_\_
5. How will we remind each other to take breaks when we're using screens for a long time? \_\_\_\_\_
6. What apps or websites are not allowed for our family? \_\_\_\_\_
7. What will we do as a family if someone sees something online that makes them uncomfortable or upset? \_\_\_\_\_
8. How will we protect our privacy and personal information when we are using devices? \_\_\_\_\_
9. What will we do as a family to get back on track if we notice we're spending too much time on screens? \_\_\_\_\_
10. How can we check in with each other regularly to make sure we're all happy with our tech use and our goals? \_\_\_\_\_

**FAMILY SIGNATURES:**

\_\_\_\_\_  
\_\_\_\_\_





WHAT SHOULD YOU DO IF YOU SEE SOMETHING THAT MAKES YOU FEEL UNCOMFORTABLE OR SCARED?

*Tic Tac Toe!*

<b>TURN IT OFF™</b>		
	<b>TALK TO A TRUSTED ADULT™</b>	
		<b>TURN TO SOMETHING ACTIVE™</b>

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Before I click, swipe, post, play or search--take

just a **S.E.C.**



**1 STOP**  
Take a deep breath. What can I see, hear, touch, taste, smell? Be present.



**2 EVALUATE**  
Ask, "Does what I'm about to do with technology match who I really am?"



**3 CHOOSE**  
Continue **OR** make a different choice that **DOES** match who I really am.



Just A SEC | projectSTAND.org | © Project STAND 501(c)(3) 2025. May be used for noncommercial, educational use. This resource is for educational purposes only and does not replace seeking professional mental health advice from a licensed therapist.

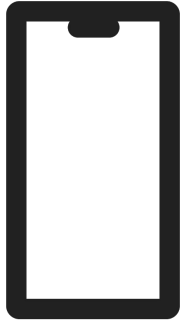
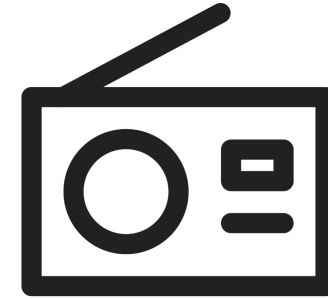
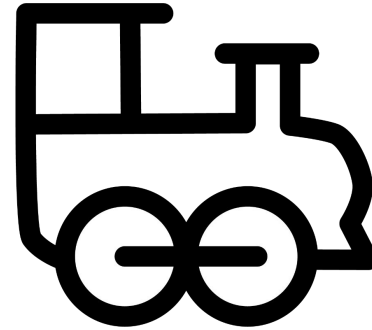
# Benefits of Introducing Tech Slowly

- Helps parents manage risks
- Allows children to develop cognitively, emotionally, socially
- Helps foster healthy habits
- Helps maintain emotional connections
- Minimizes health risks



# **Empowering Youth to Make Conscientious Choices Online**





**300s BC**

**Reading & Writing**

**1400s**

**Printing Press**

**1800s**

**Railroad**

**1900s**

**Radio & TV**

**Now**

**Smartphones & Social Media**



FINDING NEW  
HOUSING  
FOR  
GRANDMA

SCAMMING  
EX-  
BOYFRIEND

RESEARCHING  
RECENT  
CANCER  
DIAGNOSIS

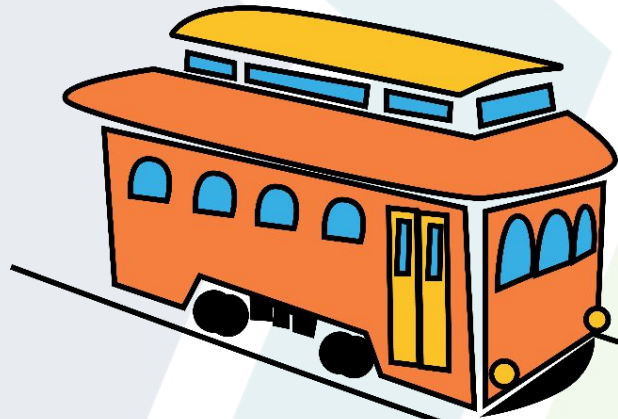
DOOM  
SCROLLING

JOURNALING  
ABOUT  
GOALS

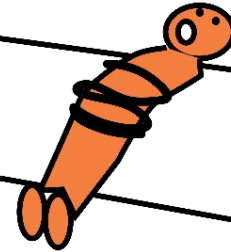
PLAYING  
BLOCK  
BLAST



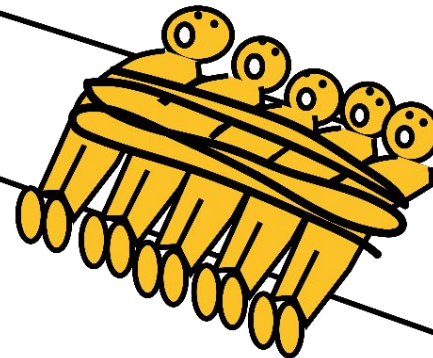
# Values



on the verge of finding  
the cure to cancer



your 5 closest friends



yellow is your favorite color

“I avoid content that is hateful or inappropriate.”

“I try to post good content and spread kindness.”

“I try to only consume happy and uplifting content.”

# Goals

- Sense of direction
- Identify potential
- Clear focus
- Filter
- Sense of control
- Motivation
- Personal satisfaction
- Sense of purpose
- Beneficially change the brain



“run a 5k”

“become a nurse”

“improve musically”

“get into varsity for tennis”

**How do you want to use  
technology?**

**Does the way you are using  
it reflect who you are  
trying to become?**

# Awareness

- 1,000 thread count cloth
- Zambian silkworks
- Unique condensable properties





# How Algorithms Exploit


- Engagement optimization
- The “Rabbit Hole” effect
- Emotional bias
- Distorted reality
- Echo chambers

# Manipulation Tactics

- Pull to Refresh
- The Infinite Scroll
- Dark Patterns
  - Sneaking
  - Urgency
  - Misdirection
  - Social Proof
  - Scarcity

**YES**

**NO**



## Meet Susan...

a 42 year old man posing  
as a 15 year old girl online.

**“Susan” and your 13 year  
old just made plans to  
meet at the park.**

By understanding digital tactics,  
identifying values, and setting goals,  
youth can use technology intentionally  
to rise above digital harms!



# Thank you!

For a compiled list of all resources, submit your email address here.



# Connect with us on social media



FACEBOOK

- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Utah PTA Teachers
- Utah PTA Battle of the Bands

# Connect with us on social media

INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice



# UTAH PTA SPONSORS

