

WELCOME TO 2024 LEADERSHIP CONVENTION

Session will begin soon



DEVELOP
ADVOCATE
ENGAGE

UTAH

Develop programs, resources, and leadership skills that enhance the lives of all children, youth, and their families.

Advocate by speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

Engage the public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

Harms of **social media** on Utah Youth



“

There is growing evidence that social media use is associated with harm to young people's mental health. 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.

-U.S. Surgeon General Dr. Vivek Murthy

”

Depression has doubled for U.S. teens



Rates of major depression roughly doubled, for boys and girls, from 2010 to 2020

Source: U.S. National Survey on Drug Use and Health



ER visits for self-harm rose sharply over the last decade

Ages 10-19



Emergency room visits for self-harm by children and adolescents rose sharply over the last decade, particularly among young women.

By The New York Times | Source: Centers for Disease Control and Prevention



National Data



Up to 95% of youth ages 13-17 report using a social media platform, with more than a third saying they use social media “almost constantly.”



Almost 60% of teen girls say they've been contacted on a social media by a stranger in ways that made them feel uncomfortable.



Since the invention of social media, youth worldwide are feeling lonelier than ever before.



National Data



When asked about the impact of social media on their body image, nearly half (46%) of youth aged 13-17 said social media makes them feel worse, 40% said it makes them feel neither better nor worse and only 14% said it makes them feel better. (U.S. Surgeon General)



CDC shows 57% of teen girls are persistently sad or hopeless.



Utah Data



There is a strong relationship between screen time and lack of sleep, thoughts of suicide, and substance use.



Only 38.4% of youth got 8 or more hours of sleep on an average school night.



More youth are spending time on their electronic devices than ever before. Nearly 80% (79.8%) of youth spend 2 or more hours per school day playing Xbox, PlayStation, texting, or time on YouTube, Instagram, Facebook, etc. (not counting school work).



Utah Data



Almost 18% of youth seriously considered attempting suicide in the past year. Youth are resilient and can overcome mental health struggles with the right support, treatment, and resources.



About 21.6% of students in grades 8, 10, and 12 felt lonely and isolated often.

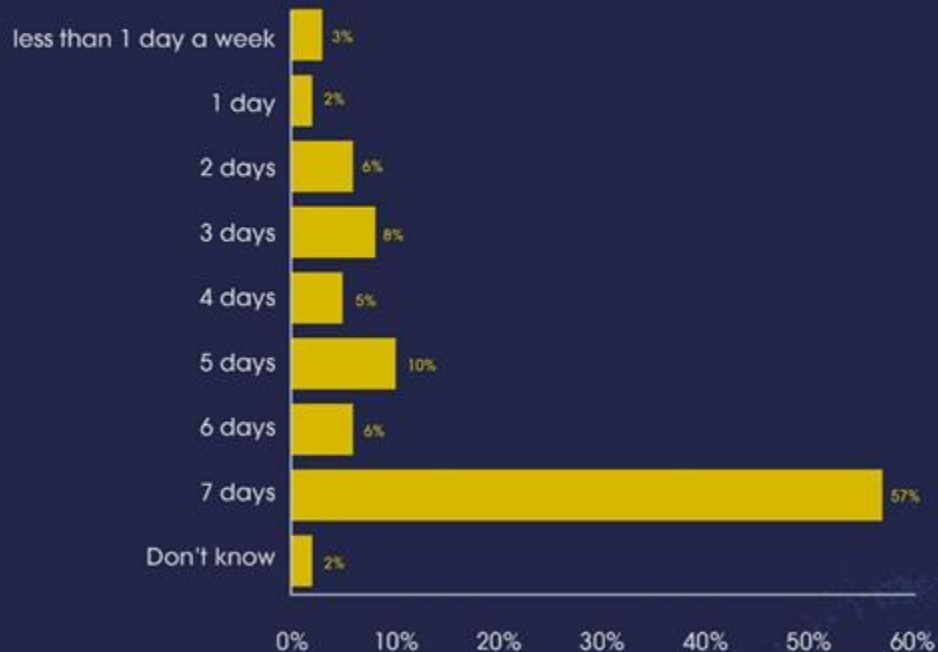


The CDC shows 57% of teen girls are persistently sad or hopeless in 2021. In Utah, 53% of female high school aged students had persistent feelings of sadness or hopelessness, an increase of 61% from 2009. Social media became prevalent between 2009-2010.

Utah SHARP survey, 2023



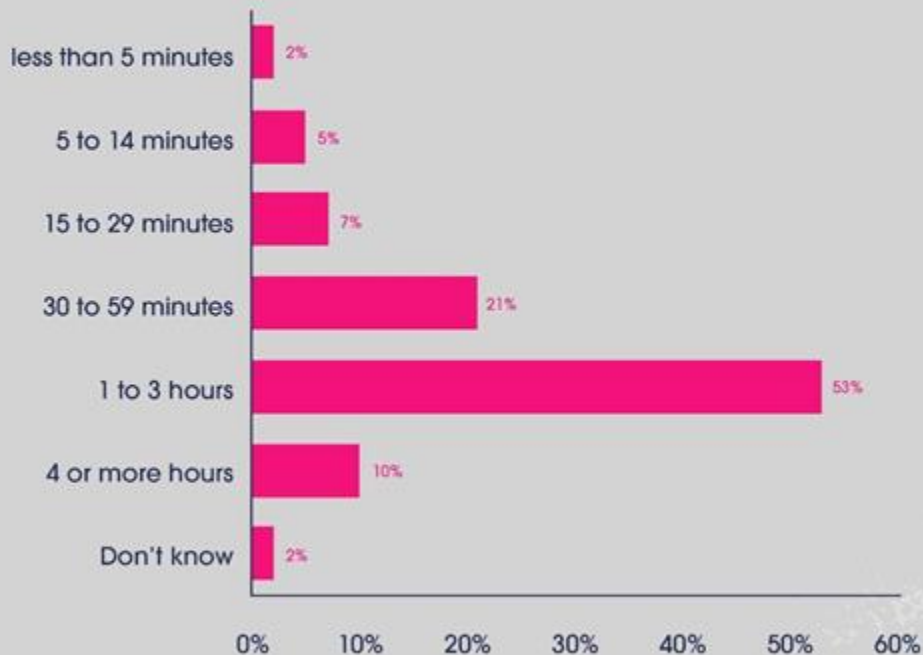
Utah parents report 57% of children use social media 7 days a week



Note: Percentages in this chart are based on respondents whose children use social media.



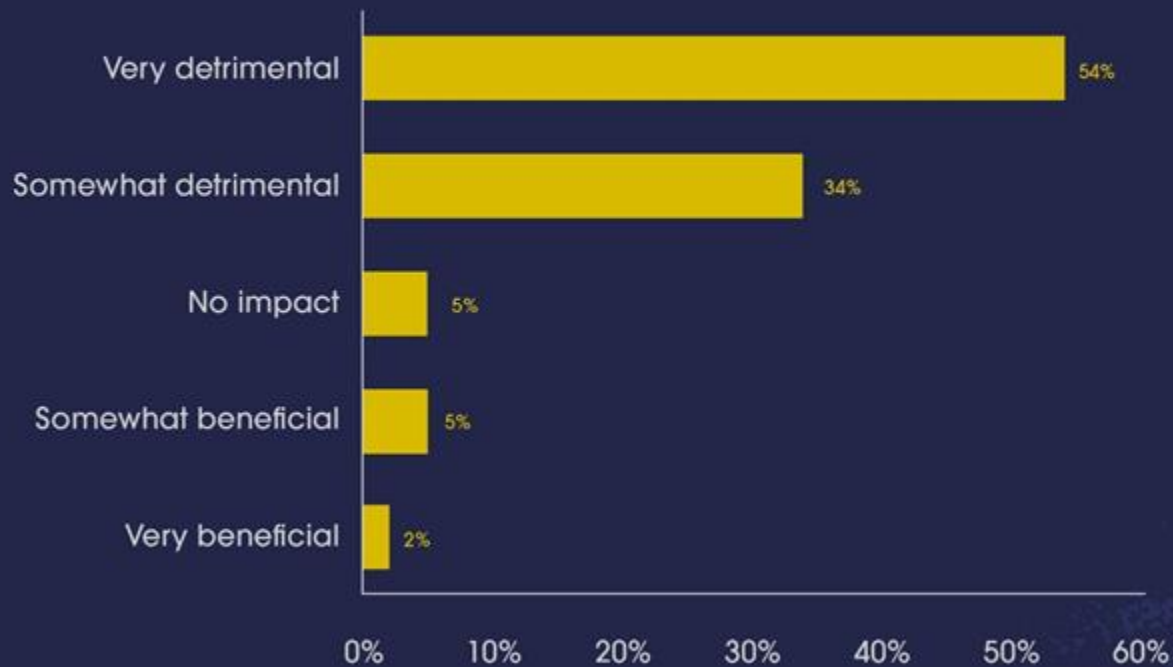
Utah parents report 76% of their children use social media in some capacity and 53% use it 1-3 hours a day



Note: Percentages in this chart are based on respondents whose children use social media.



88% of Utah parents believe social media has a detrimental impact on the mental health and well-being of children



Note: Percentages in this chart are based on respondents whose children use social media.



poor academic performance (F)

privacy concerns

online predators

sextortion

misinformation

time mismanagement

cyberbullying

harmful content

loss of sleep

fraud and scams

pranks with legal consequences

The harms of social media include:

FOMO

body image issues/eating disorders

self harm

anxiety



depression

suicidal thoughts

addiction

loneliness



isolation

disruption of in-person relationships



Campaign Strategy



Protect the health and well-being of Utah youth.



Increase education as to the harmful aspects of social media among youth.



Empower Utahns to help youth disconnect from social media to reconnect.



Campaign Video (Girl - :30)



Campaign Video (Boy - :30)



Billboards

1/3 of girls
feel addicted to social media
socialharms.utah.gov 



64% of kids
are exposed to online hate
socialharms.utah.gov 



57% of teen girls
are persistently sad or hopeless
SOURCE: CDC socialharms.utah.gov 



SURGEON GENERAL'S WARNING:
Social media may harm your child
socialharms.utah.gov 



SURGEON GENERAL'S WARNING:
Social media causes youth mental health issues
socialharms.utah.gov 



Unmask the dangers of social media
socialharms.utah.gov 



Billboards (Spanish)

1/3 niñas
se siente adicta a las redes sociales
redessociales.utah.gov 



El 64% de los niños
están expuestos al odio en línea
redessociales.utah.gov 



57% de las adolescentes
se sienten tristes o sin esperanza
FUENTE: LOS CDC redessociales.utah.gov 



ADVERTENCIA DEL CIRUJANO GENERAL:
Las redes sociales pueden dañar a su hijo
redessociales.utah.gov 



ADVERTENCIA DEL CIRUJANO GENERAL:
Las redes sociales dañan la salud mental de los jóvenes
redessociales.utah.gov 



Desenmascare los peligros de las redes sociales
redessociales.utah.gov 



Display

Unmask the dangers of social media



Find out more 

57% of teen girls are persistently sad or hopeless
SSMHS, CDC



Find out more 

SURGEON GENERAL'S WARNING:

Social media may harm your child



Find out more 

1/3 of girls feel addicted to social media



Find out more 

Unmask the dangers of social media



Find out more 

64% of kids are exposed to online hate



Find out more 

SURGEON GENERAL'S WARNING:

Social media causes youth mental health issues



Find out more 

Display (Spanish)

**Desenmascare
los peligros de
las redes sociales**



Más información 

**57% de las
adolescentes
se sienten
tristes o sin
esperanza**
FUENTE: LOS CIG



Más información 

**ADVERTENCIA DEL
CIRUJANO GENERAL:
Las redes sociales
pueden dañar
a su hijo**



Más información 

**1/3 niñas
se sienten adictas a las redes sociales**



Más información 

**Desenmascare los peligros de
las redes sociales**



Más información 

**El 64%
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odio en línea**



Más información 

**ADVERTENCIA DEL CIRUJANO GENERAL:
Las redes sociales
dañan la
salud mental
de los jóvenes**



Más información 

Real Questions.
Real Answers.



PR



TV



Radio



Print/Digital



Podcast



Online

Sharing the Message

The screenshot shows the Utah Department of Health & Human Services website. The header includes the UTAH logo and navigation links: Home, Surgeon General's recommendations, Resources, Insights, and En Español. The main banner features a young woman looking distressed with the text "Unmask the dangers of social media". Below the banner, the article title is "Social media can connect us to a world of opportunities, but what if it's harming our children?". A key statistic is highlighted: "Up to 95% of youth ages 13-17 report using a social media platform, with more than a third saying they use social media 'almost constantly.'" To the right, there are download links for "Downloadable presentation for parents/schools/communities" in English and Spanish. The section "The harms of social media" is partially visible at the bottom.



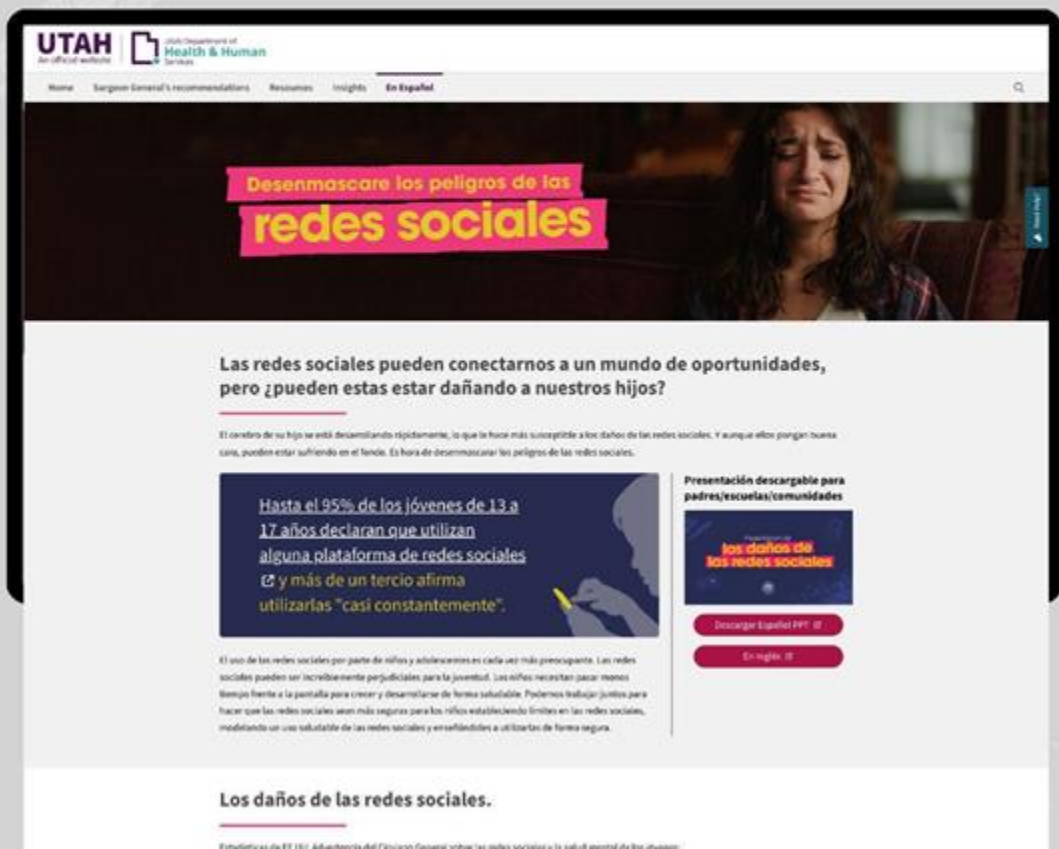
socialharms.utah.gov



@utahdhhs



Sharing the Message (Spanish)



UTAH Utah Department of Health & Human Services
An official website

Home Surgeon General's Recommendations Resources Insights **En Español**

Desenmascare los peligros de las redes sociales

Las redes sociales pueden conectarnos a un mundo de oportunidades, pero ¿pueden estas estar dañando a nuestros hijos?

El cerebro de su hijo se está desarrollando rápidamente, lo que lo hace más susceptible a los daños de las redes sociales. Y aunque ellos pongan buenas caras, pueden estar sufriendo en el fondo. Es hora de desenmascarar los peligros de las redes sociales.

Hasta el 95% de los jóvenes de 13 a 17 años declaran que utilizan alguna plataforma de redes sociales y más de un tercio afirma utilizarlas "casi constantemente".

El uso de las redes sociales por parte de niños y adolescentes es cada vez más preocupante. Las redes sociales pueden ser increíblemente perjudiciales para la juventud. Los niños necesitan pasar menos tiempo frente a la pantalla para crecer y desarrollarse de forma saludable. Podemos trabajar juntos para hacer que las redes sociales sean más seguras para los niños estableciendo límites en las redes sociales, modelando un uso saludable de las redes sociales y enseñándoles a utilizarlas de forma segura.

Presentación descargable para padres/escuelas/comunidades

Descarga Español PDF

En inglés

Los daños de las redes sociales.

Estadísticas de EE.UU. Advertising del Cirujano General sobre las redes sociales y la salud mental de los jóvenes



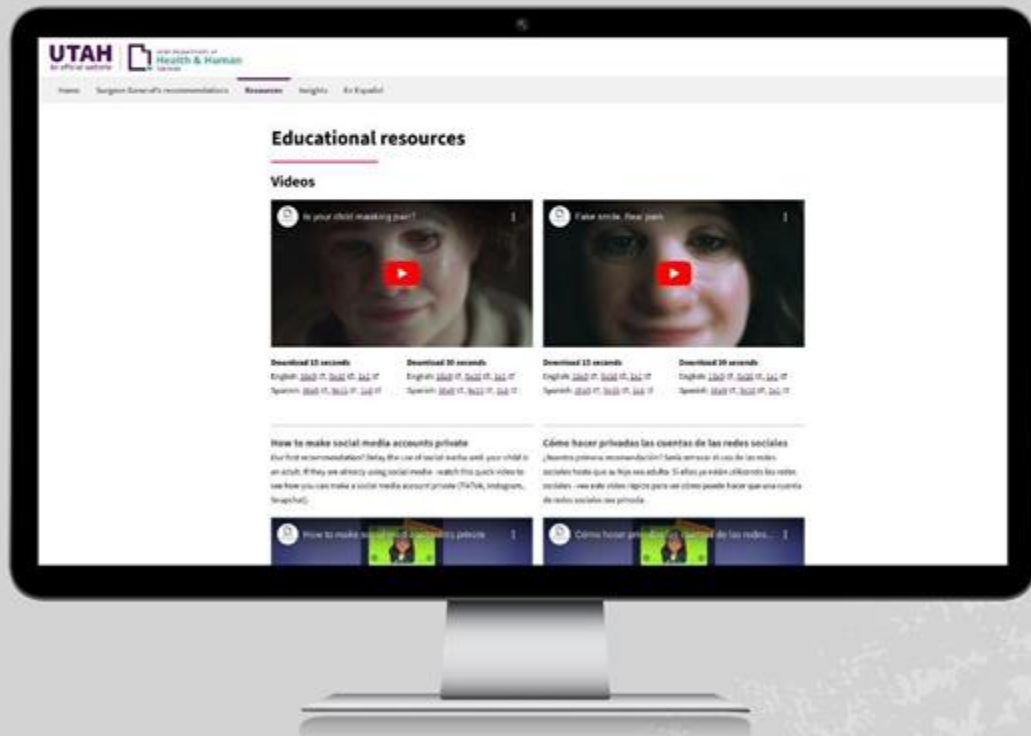
redessociales.utah.gov



@dhhdeutah



Educational Resources



social harms

Presentation



The purpose of this presentation is to



Educate parents, caregivers, and youth about the harmful aspects of social media among youth.



Encourage open discussion between parents, caregivers, and youth about the harms and how to avoid them.



Give you tools and resources to have tough conversations about social media and technology with your kids.



Empower Utahns to disconnect from social media to reconnect in real life.



How to best use this presentation

A note to parents/leaders

In today's digital landscape, your role as a parent/teacher/caregiver is critical. This presentation aims to equip you with a deeper understanding of the potential harms linked to social media use among youth. As you engage with this content, keep in mind the following:

Listen and learn: Your child's perspective is a window into their world. Listen actively to their experiences and challenges. What they have to say is important.

Encourage healthy dialogue: Now is the time to have open conversations with your child/children and fellow parents. By sharing insights and concerns, we can collectively create a more supportive environment.

Disconnect to reconnect: Use this information to establish boundaries that protect your child (and yourself) from the harms of social media. Your guidance is crucial in encouraging youth to experience healthy, real-life connection.

Thank you for your dedication to fostering a safer environment for our youth.



How to best use this presentation

A note to youth

You hold a unique and vital perspective on the world around you, and your insights are incredibly valuable. This presentation is a platform for you to express what's happening in your world and to understand how your parents/teachers/friends can truly be there for you. Here's what we encourage you to do during this presentation:

Share Your Reality: Your experiences matter. Speak up about the challenges you face, and help parents understand what it's like living as a young person with social media.

Ask Questions: If you have questions or doubts, don't hold back. This is an opportunity to discuss and learn together.

Explore Solutions: It's always good to have a plan. Discover tools and tips to protect yourself from the harms of social media and write them down. Discuss what you will do when you experience unexpected harms of social media.

Thank you for being part of this conversation. Your courage and honesty can help fuel solutions that protect yourself and others. We are in this together.



Where you can get help



Your parents



A trusted adult



School administrators and counselors



(833) 372-3388 SafeUT, a phone app and hotline offering 24 hour crisis and tip counseling to youth



5 tips for parents:

- 1 Create a family media plan.
- 2 Create tech-free zones and encourage children to foster in-person friendships.
- 3 Model responsible social media behavior.
- 4 Work with other parents to help establish shared norms and practices.
- 5 Reconsider allowing your child to have social media.





Reconsider allowing
your child to have social
media and

**ENCOURAGE THEM
TO WAIT TO USE IT**

until they are an adult.

-Governor Spencer J. Cox

Contacts

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801-808-5103

Visit socialharms.utah.gov (English) or redessociales.utah.gov (Spanish)



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

Connect with us on social media



INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice

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