

Children's Advocacy Day

Nashville, Tennessee

March 11, 2025

David Monahan

Campaign Director, Fairplay



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FAIRPLAY works to enhance children's well-being by eliminating the exploitative and harmful business practices of marketers and Big Tech.

Fairplay is the leading nonprofit organization committed to helping children thrive in an increasingly commercialized, screen-obsessed culture, and the only organization dedicated to ending marketing to children. We are a truly independent voice for children – Fairplay does not accept donations from Big Tech or any corporation.

Fairplay's advocacy is grounded in the overwhelming evidence that child-targeted marketing – and the excessive screen time it encourages—undermines kids' healthy development.



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The Smurf-Search Is On!

Who are The Smurfs? Those little "true-blue" adventurers are **POPPING UP** among their new Saturday morning friends.

CIRCLE all the Smurfs you find on this page—then watch the Smurfs on NBC and find out how you can buy your very own set of **SMURF PUFFY STICKERS**. They stick almost anywhere! **8:30 AM**



STARTS SEPTEMBER 12!



© HANNA BARBERA PRODUCTIONS, INC. SEPP 5-A 1981

New! **SPACE STARS** 10:30 AM

Crazy cosmic travelers zoom into far-out action! Space Ghost! The Herculoids! Teen Force! Astro and the Space Mutts!

© HANNA BARBERA PRODUCTIONS, INC. 1981



11:30 AM



New! **SPIDER-MAN AND HIS AMAZING FRIENDS**

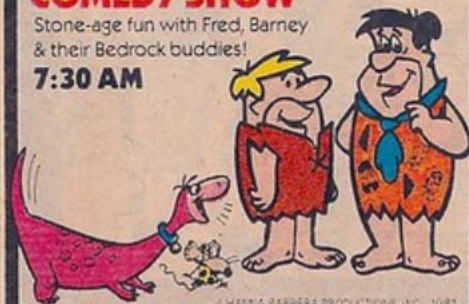
Villains beware... Spider-Man is here! The world's most popular hero spins a web of excitement!

© MARVEL COMICS GROUP, A DIVISION OF CADENCE INDUSTRIES CORP. 1981

THE FLINTSTONE COMEDY SHOW

Stone-age fun with Fred, Barney & their Bedrock buddies!

7:30 AM



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THE KID SUPER POWER HOUR WITH SHAZAM

Where can teenagers fly? At Hero High! They're "superheroes in training" facing missions impossible! And who's the mightiest mortal? Captain Marvel!

New! **9:30 AM**

THE DAFFY/SPEEDY SHOW

Thrills are quacky & wacky!



12 NOON

© WARNER BROS. INC. 1981

12:30 PM



BULLWINKLE

The moose is loose!

© P.A.T. WARD 1981

Harms Linked to Manipulative Business Model

Displacement harms

Lack of sleep, exercise
Less face-to-face engagement
Less time reading
Less creative play, art

Harmful Content

Cyberbullying
Promoting eating disorders
Promoting suicide
Promoting dangerous drugs
Sexual predation

 PBS NEWS HOUR

**Surgeon general calls for
social media warning labels
amid teen mental health
crisis**

Jun 17, 2024 6:45 PM EDT



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A Public Health Crisis



95%
of teenagers are on social
media; **40%** of 8-12 year olds



134%
increase in teen anxiety
since 20 10



5 hours
teens spend nearly 5 hours
per day on social media apps



106%
increase in teen depression
since 20 10



3+ hours
per day on social media doubles
the risk of poor mental health



2x
rates of loneliness has doubled
since 20 12

Sources: [Surgeon General's Advisory: Social Media and Youth Mental Health](#), [American Psychological Association](#), [The Anxious Generation](#), [NIH: Worldwide increases in adolescent loneliness](#)

ParentsSOS

(Parents for Safe Online Spaces)



January 2024:

Mark Zuckerberg apologizes to parents at Senate hearing

**We are 20 families bound together by the unimaginable:
the loss of a child.**

Supported by the David's Legacy Foundation and Fairplay.

The Kids Online Safety Act (KOSA)

The **Kids Online Safety Act** would shift responsibility for kids' and teens' online experiences away from families and onto Big Tech through tools, transparency requirements, and a duty of care that would require companies to assess the impact their products and features have on young users.

KOSA passed the Senate by a vote of 91-3 in July 2024. It died in the House, and did not become law.



The Screen Time Action Network at Fairplay is a coalition of practitioners, educators, advocates, and parents working to promote a healthy childhood by reducing the amount of time kids spend with digital devices.

Work groups for parents and advocates include:

- Screens in Schools
- Online Harms Prevention
- Early Childhood
- Mental Health
- Nature and Play

Early Childhood Advocacy

Fairplay's **Early Childhood Advocacy Program** is focused on challenging the exploitative marketing and design of digital products targeting **young kids ages 0-8**, shifting the narrative around early childhood screen use, and pushing for policies that truly put children's well-being first.

Early Childhood Advocacy



Our new report uses focus group data from young players to show how the pervasive marketing of virtual goods in social gaming platforms exposes children to harm.

Impacts on schools

- **July 2023:** AFT and partners issue “*Likes vs. Learning: The Real Cost of Social Media for Schools*”



Likes vs. Learning

The Real Cost of Social Media for Schools

Educators, Parents, Students & Child
Advocates Demand Platform Changes

Likes vs. Learning:

The Real Cost of Social Media for Schools, 2023



AMERICAN
PSYCHOLOGICAL
ASSOCIATION



ParentsTogether



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**DESIGN
IT FOR
US**



A Union of Professionals

The American Federation of Teachers and our partners, the American Psychological Association, Design It For Us, Fairplay and ParentsTogether, have witnessed, firsthand, the dramatic disruption in the teaching and learning ecosystems of all our nation's schools — both public and private.

Collaboration:

Fairplay and the Phone-Free Schools Movement

Fairplay and the Phone-Free Schools Movement are working in a partnership aimed at helping K-12 students excel academically and socially by eliminating the harms and pressures caused by phones in schools.



PHONE-FREE SCHOOLS AMBASSADOR TOOLKIT



LEARN. ENGAGE. THRIVE.

Comprehensive guide for parents, teachers, students, and concerned community members on how to advocate for a phone-free school environment.

Every student deserves a school where they can LEARN, ENGAGE AND THRIVE!



WHAT'S INCLUDED



Educate Yourself



SECTION 1 [PGS 6 - 10]

Know the Impacts of Phones in Schools
Research Your School and Neighboring Schools



Gather Support



SECTION 2 [PGS 11 - 16]

Finding Your Core Allies
Organizing Your Core Group
Gathering Support From the School Community



Take Collective Action



SECTION 3 [PGS 17 - 19]

Local Advocacy
Next Level Advocacy

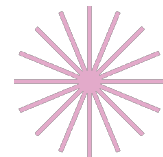
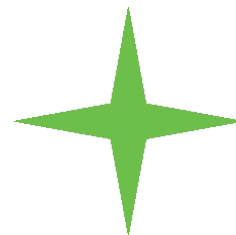


Resources



SECTION 4

A collection of templates and tools to support your advocacy efforts.



Thank you!!

David Monahan

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