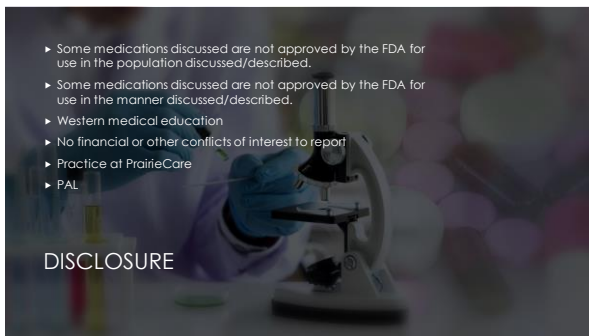
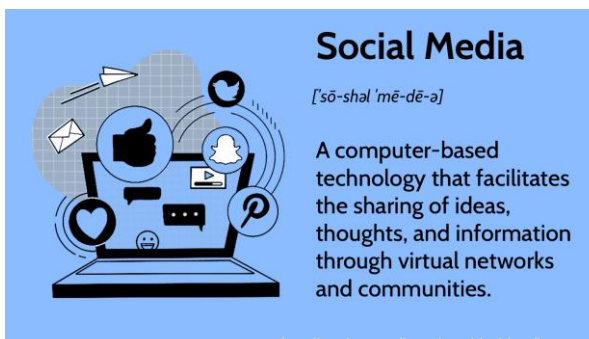


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2



3

"The most common question parents ask me is, 'is social media safe for my kids'. The answer is that we don't have enough evidence to say it's safe, and in fact, there is growing evidence that social media use is associated with harm to young people's mental health..."

U.S. SURGEON
GENERAL DR. VIVEK
MURTHY

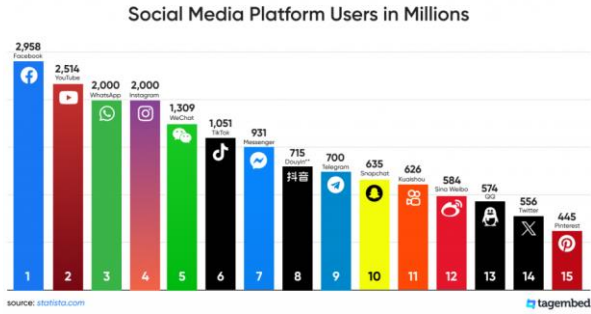
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Objectives

- Define why digital health should part of every clinic visit
- Indications for care based on the 2023 Surgeon General's recommendations
- Help teens build upon their own awareness to care better for themselves
- Introduce resources for immediate implementation in practice

5

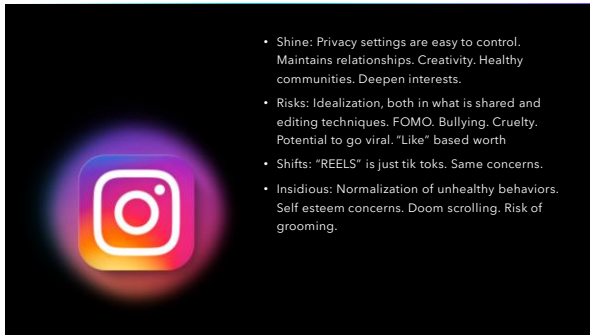


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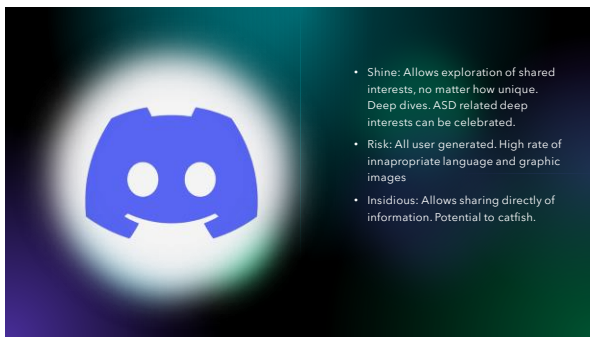
- Shine: Creativity, video editing, personal expression, "find your people."
- Concerns: Eliminates delayed gratification, maintenance of attention
- Risk: Privacy concerns, potential for mistakes to last a lifetime
- Insidious: Loss of time, opportunities, doom-scrolling, self esteem issues

7



- Shine: Privacy settings are easy to control. Maintains relationships. Creativity. Healthy communities. Deepen interests.
- Risks: Idealization, both in what is shared and editing techniques. FOMO. Bullying. Cruelty. Potential to go viral. "Like" based worth
- Shifts: "REELS" is just tik toks. Same concerns.
- Insidious: Normalization of unhealthy behaviors. Self esteem concerns. Doom scrolling. Risk of grooming.


8



- Shine: Allows exploration of shared interests, no matter how unique. Deep dives. ASD related deep interests can be celebrated.
- Risk: All user generated. High rate of inappropriate language and graphic images
- Insidious: Allows sharing directly of information. Potential to catfish.


9

- Shine: Education, humor, developmental content, dynamic research
- Risk: Often age inappropriate, limited corporate monitoring
- Shifts: "Shorts" is similar to tik tok and undermines attentions
- Insidious: Potential for groupthink, rabbit holes, radicalization




10

- Shine: Goal to present authentic self in real time. Risk: Potential dependence on one's phone. Stress to be unique. Shame can develop.
- Shifts: Now offering "brands" similar to influencers, advertising
- Risks: Mistakes made can be permanent
- Insidious: Potential to leak your location.



11



- Benefit: Quick, easy wifi based connections
- Risk: Addiction, streaks, FOMO, not as private as kids may think
- Insidious: Built to share and disappear but can be captured.
- Danger: Potential for sharing intimate photos, child pornography concerns

12



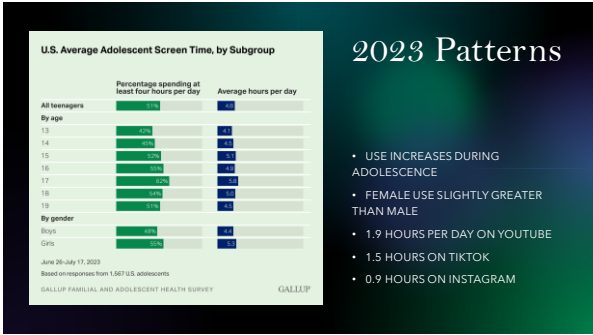
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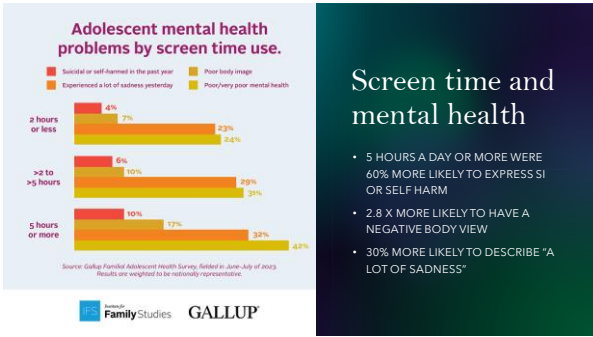
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2023 Patterns

- USE INCREASES DURING ADOLESCENCE
- FEMALE USE SLIGHTLY GREATER THAN MALE
- 1.9 HOURS PER DAY ON YOUTUBE
- 1.5 HOURS ON TIKTOK
- 0.9 HOURS ON INSTAGRAM

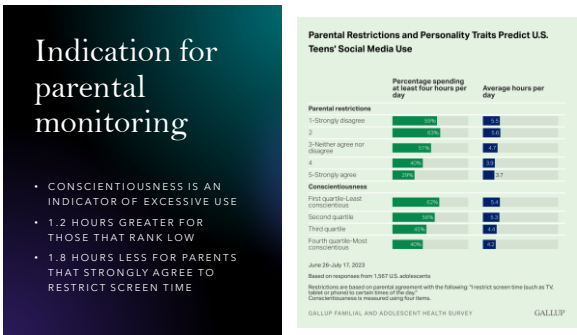
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Screen time and mental health

- 5 HOURS A DAY OR MORE WERE 60% MORE LIKELY TO EXPRESS SI OR SELF HARM
- 2.8 X MORE LIKELY TO HAVE A NEGATIVE BODY VIEW
- 30% MORE LIKELY TO DESCRIBE "A LOT OF SADNESS"

17



18

14 YO MALE MOVED FROM MANKATO TO OSSEO. NEW FRESHMAN. STRUGGLING WITH CONNECTING WITH NEW PEER CONNECTIONS. EXCESS TIME MAINTAINING SNAP STREAKS AND CONNECTIONS. NOTES DEPRESSION, SADNESS AND DECLINE IN SCHOOL.



Case 1: FOMO

19

The Physicians Role

- HEADS-ED is a common screening tool for age 11 and up
- From 1980 it has been modified over the years
- Monitors for social causes of morbidity and mortality

HEADS-ED	0 No action needed	1 Needs action, but not immediate	2 Needs immediate action
H ome Example: Does the teen spend a lot of time alone, with no one to talk to?	Supportive	Confusion	Chronic dysfunction
E xpression Example: Does the teen seem angry, sad, or depressed?	On track	Grades dropping / absenteeism	Falling / not attending school
A ctivities Example: Does the teen seem to be doing things they used to do?	No change	Reduced peer activities	Fully withdrawn / no longer goes to school
D rops & alcohol Example: Does the teen use drugs or alcohol?	New or frequent	Occasional	Frequent / daily
S chooling Example: Does the teen seem to be doing well in school?	No thoughts	Struggle	Plan or present
E xpression, behavior, thought disturbance Example: Does the teen seem to be doing things they used to do?	Steady interest and acting out	Moderately serious and acting out	Significantly depressed / suicidal / function out of control / severe thoughts
D ischarge symptoms Example: Does the teen seem to be doing things they used to do?	Engaging / well connected	Some / not meeting needs	None / no visible / no support

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CONSIDER THE ADDITION OF ANOTHER S...SOCIAL MEDIA

- 2018
- ALAIN JAFFE MD
- MONITORS SOCIAL MEDIA GIVEN THE MULTITUDE OF POTENTIAL NEGATIVE HEALTH EFFECTS
- 5 QUESTIONS WERE SUGGESTED

- Which social media sites/apps do you use on a regular basis?
- On a typical day, how much time do you spend on social media sites/apps?
- Do you think you use social media too much?
- Does viewing social media increase or decrease your self-confidence?
- Have you experienced cyberbullying, sexting, or someone online asking you to have sex with them?

21

While HEADS-ED is common to the medical model, its effort to honor the social precipitants to decline in adolescents can be translated elsewhere easily.

Whether a coach, youth minister or counselor, HEADS-ED can be considered a method to support the holistic nature of youth health.

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Social media use by youth is nearly universal, and while some uses are beneficial, there is a meaningful risk of harm to children.

Read the advisory and learn more at:
surgeongeneral.gov/ymh-social-media



23



Factors that led to investigation

- Adolescent brain development
 - Elevated risk-taking behaviors
 - Period of rapid mood shifts
- Time period where mental health concerns arise
- Identity formation
- Sensitivity to peers/social pressures



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Evidence Indicative for the Advisory

-  Cohort of nearly 6600 teens ages 12-15 found greater than 3 hours on social media doubled risk of poor mental health outcomes
-  2021 average time for 8th and 10th graders is 3.5 hours per day
-  9% increase in depression in college aged population
-  12% in anxiety
-  Perhaps more than 300,000 new cases of depression related to social media use

25

Evidence Indicative for the Advisory

- Correlation of increased social media use with:
 - Cyber-bullying
 - Depression
 - Body image issues
 - Sleep related concerns
 - Self harm
 - Lower self esteem
 - Feeling pressured to act different than self
 - Exposure to explicit material

26

Evidence Indicative for the Advisory

- Compulsive, excessive use can undermine healthy behaviors
 - Displaying popularity
 - Doom scrolling
 - Self control challenges
 - Stimulate reward center of the brain
 - Potential for addiction
- 1/3 of 11-15 yo young women describe being "addicted"
- Greater than 50% of teenagers note it "would be hard to give up"
- Effect on sleep and concentration
- Concern for emergence of ADHD symptomatology

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Limits on social media use prove beneficial



- Randomized control trial in found limiting use to less than 30 minutes daily led to significant improvements in depression severity
- Deactivation from social media led to improved subjective well being in four weeks

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"To better safeguard the mental health and well-being of children and adolescents, policymakers, technology companies, researchers, families, and young people must all engage in a proactive and multifaceted approach."

— US Surgeon General Vivek Murthy

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Indications for Teens



- "Reach out for help"
- "Create boundaries to help balance online and offline activities"
- "Develop protective strategies and healthy practices"

30

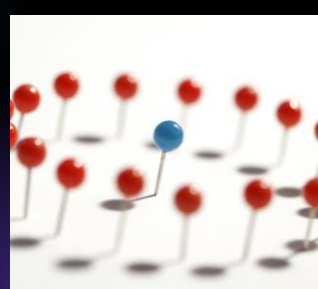
Indications for Teens



- "Be cautious about what you share"
- "Protect yourself and others"
 - Don't keep online harassment or abuse a secret
 - Don't take part in online harassment or abuse

31

Cyber-Bullying



- GENERATIONALLY UNIQUE PROBLEM
- LOSS OF ANY SAFE SPACE
- LOSS OF ABILITY TO MAKE MISTAKES
- LOSS OF DEVELOPMENTAL TIME TO MAKE MISTAKES

32

Cyber-Bullying

<ul style="list-style-type: none"> • Signs and symptoms <ul style="list-style-type: none"> • Loss of interest in electronic activities • Hiding electronics • Mood shifts after use • Fear when receiving online alerts • Sleep issues • School refusal • Social withdrawal 	<ul style="list-style-type: none"> • How to Respond: <ul style="list-style-type: none"> • "It took courage to tell me" • "This is not your fault" • "How do you want to handle it?" • Encourage children to speak up • Support them when they do
--	---

<https://www.beaubidenfoundation.org/resources/bullying/>

33

Predatory concerns are profound

- Per Beau Biden Foundation for the protection of children:
- 500,000 sexual predators are online daily
- 1 in 5 children have been contacted/solicited in the past year
- Contact through public chat/social media/online game
- 46% of children given away personal data
- Predators may catfish by seeming similar in age
- Once initiated concern is "sextortion"
- Not if...when this will happen to children

34

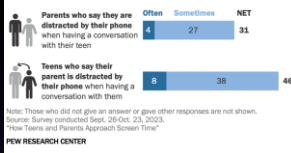
Indications for Parents/Guardians

- "Create a family media plan"
- "Create tech free zones and encourage children to foster in person relationships"
- "Model responsible social media behavior"
- "Teach kids about technology and empower them to be responsible online participants at the appropriate age"
- "Report cyberbullying and online abuse/exploitation"
- "Work with other parents to help establish shared norms and practices...around healthy social media use."

35

Nearly half of teens say their parent at least sometimes gets distracted by their phone in conversations; fewer parents see it this way

% of U.S. parents and teens ages 13 to 17 who say the following

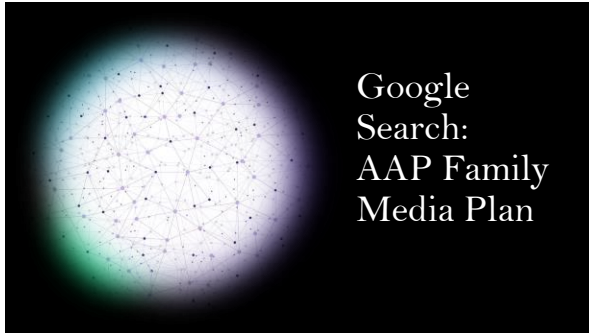


Parents...not so innocent

IMPORTANT TO MODEL POSITIVE SKILLS

- IN 2 PARENT HOMES FIND TIME TO DISCUSS
- PHONE FREE MOMENTS CAN BE SCHEDULED
- HONOR WHEN YOUR CHILD "CHECKS IN ABOUT YOUR USE."

36



37

[illegible]

38

[illegible]

39

[illegible]



Media Balance
Whether at home, school or work, we are surrounded by media and digital devices. At the same time, we know that face-to-face time with family, friends and teachers is important to a child's learning and healthy development.

Kindness & Empathy
Having family expectations about being kind and understanding of others — both online and off — is key to healthy, respectful relationships and positive media use.

Screen Free Zones
Having areas of your home remain screen-free benefits a child's health and development in many ways. A big part of this is understanding and agreeing as a family where screens are not allowed.

Choosing Good Content
There are millions of shows, apps and video games trying to get your family's attention. Finding content that is a good fit with your family can take work. However, it's worth it to find media that gives your child creative experiences, positive role models and true enjoyment.

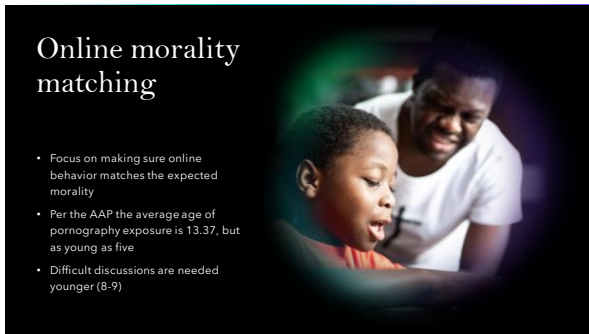
Communicating About Media
Media shouldn't be a taboo topic. It's all around us, so we have to talk about it. The more you discuss it as part of your daily routine — in the car, dinner table or at a regular family meeting — the more natural it will become.

Digital Privacy & Safety
The internet is still a bit like the Wild West. Certainly, it is not always designed with kids in mind. Talking about digital safety rules can help your child navigate the digital landscape. You can also use a combination of tools: privacy settings, reporting and flagging inappropriate content and ongoing conversations about online behavior.

Screen Free Times
Screens don't have to be in every moment and every space of our day, trying to grab everyone's attention. Carving out time for family conversations and play is really important for your child's health and development.

Using Media Together
Not all screen time is created equal. Enjoying movie night, watching an educational video or exploring a learning app together, for example, turns screen time into family time. Using digital media together can build bonds, provide learning and show your child that you care about what matters to them.

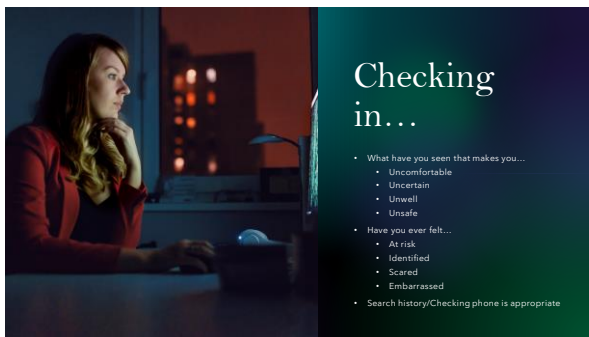
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Online morality matching

- Focus on making sure online behavior matches the expected morality
- Per the AAP the average age of pornography exposure is 13.37, but as young as five
- Difficult discussions are needed younger (8-9)

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Checking in...

- What have you seen that makes you...
 - Uncomfortable
 - Uncertain
 - Unwell
 - Unsafe
- Have you ever felt...
 - At risk
 - Identified
 - Scared
 - Embarrassed
- Search history/Checking phone is appropriate

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Indication for Policymakers

- "Strengthen protections to ensure greater safety for children interacting with all social media platforms"
 - Develop age-appropriate health and safety standards for technology platforms
 - Require a higher standard of data privacy for children
 - Pursue policies that further limit access in ways that minimize the risk of harm to social media for all children



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Indications for Policymakers-cont



- "Ensure that tech companies share data relevant to the health impact of their platforms"
- "Support the development of ...digital /media curricula in schools and within academic standards"
- "Support increased functioning for future research"
- "Engage with international partners"

44

Indications for Technology Companies

- "Conduct and facilitate...assessments of the impact of social media products and services on adolescents"
 - Be transparent and share assessment findings/underlying data
 - Assess the potential risks of online interactions and take active steps to prevent potential misuse
 - Establish scientific advisory committees to inform approach/policy
- "Prioritize user health and safety in the design and development of social media products/services"
 - Ensure default setting for children are set to the highest safety standards
 - Adhere to and enforce age minimums

45

Indications for Technology Companies- cont

- "Design, develop and evaluate platforms, products and tools that foster safe and healthy online environments for youth"
- Share data relevant to the health impact of platforms and strategies employed to ensure safety and well-being"
- "Create effective and timely systems and processes to adjudicate requests and complaints young people, family, educators and others"

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Protective Tech: Aura

- Provides identity protection
- Outlines healthy principles
- Extensive engaged supports
- Non-medical language
 - "Grandma Rule"
 - Reaction control
- Provides age guides
- Reviews social media sites for safety considerations

<https://www.aura.com/learn/social-media-safety-for-kids>

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Aura continued:

- <https://www.aura.com/learn/social-media-safety-for-kids>
- <https://www.aura.com/learn/social-media-safety-for-kids>
- <https://www.aura.com/learn/how-to-set-time-limits-on-phones>
- <https://www.aura.com/learn/signs-of-cyberbullying>
- <https://www.aura.com/learn/how-to-control-internet-access-at-home>
- <https://www.aura.com/learn/how-to-see-what-my-kid-is-doing-online>
- <https://www.aura.com/learn/social-media-privacy-settings>
- <https://www.aura.com/learn/what-age-should-a-kid-get-a-phone>

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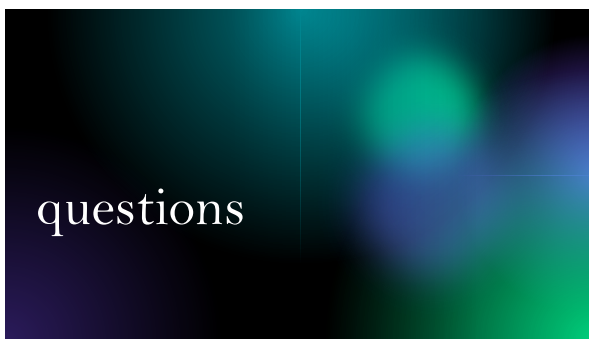


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Conclusion

- Social media is a uniquely connective, enjoyable and likely dangerous normative aspect of adolescent development.
- While it can lead to connection, it can also lead to mental health concerns, bullying and predation.
- A holistic societal approach is needed, ranging from policymakers, tech giants to inside the family home.
- As we learn more, increasingly unique resources are available.
- We cannot turn a blind eye on this emerging concern.

50



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