Task Force of Border Health Officials

Our Mission

To equip your family to safely navigate technology

ProTech Team

Our team is made up of parents, educators, and tech experts, all committed to helping your family build a healthy relationship with technology.

Our Agenda

- *The Challenges of Tech*
- *The Future of Tech*
- *What You Can Do for Your Communities*
  - Action Steps
  - Resources

How much time **daily** does the average **US teen** spend on a **screen** for entertainment?

8.5 hours

😔 The Tech Problems

3+ hours/day on social media linked to double the risk of depression and anxiety [1]

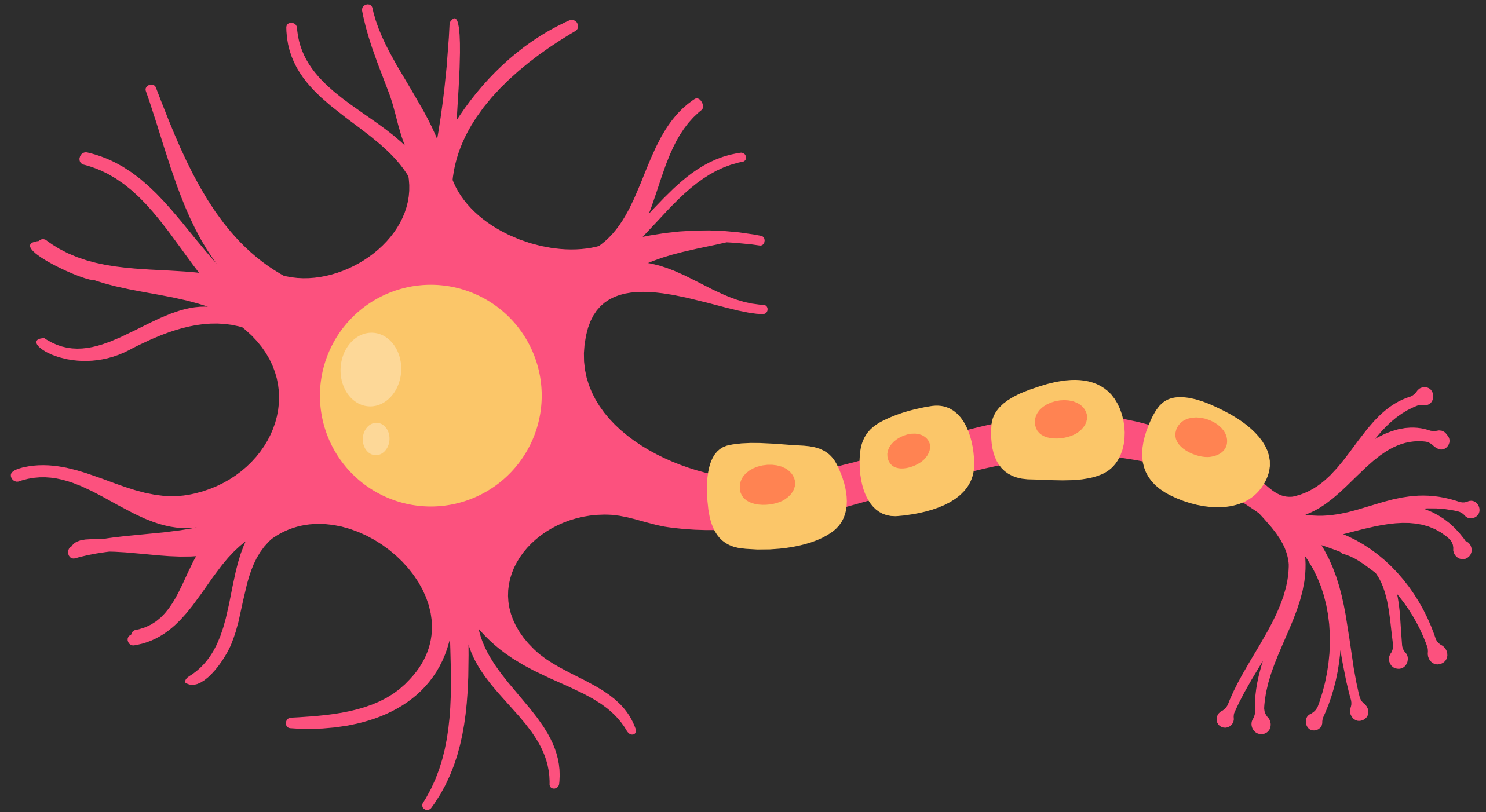Most kids are exposed to porn by the age of 12 [2]

Over 500,000 online predators active daily [3]

1 in 4 teenage girls have a suicide plan. [4]

Sources: 1) US Surgeon General, 2) Common Sense Media, 3) FBI, 4) Girl Scouts Organization
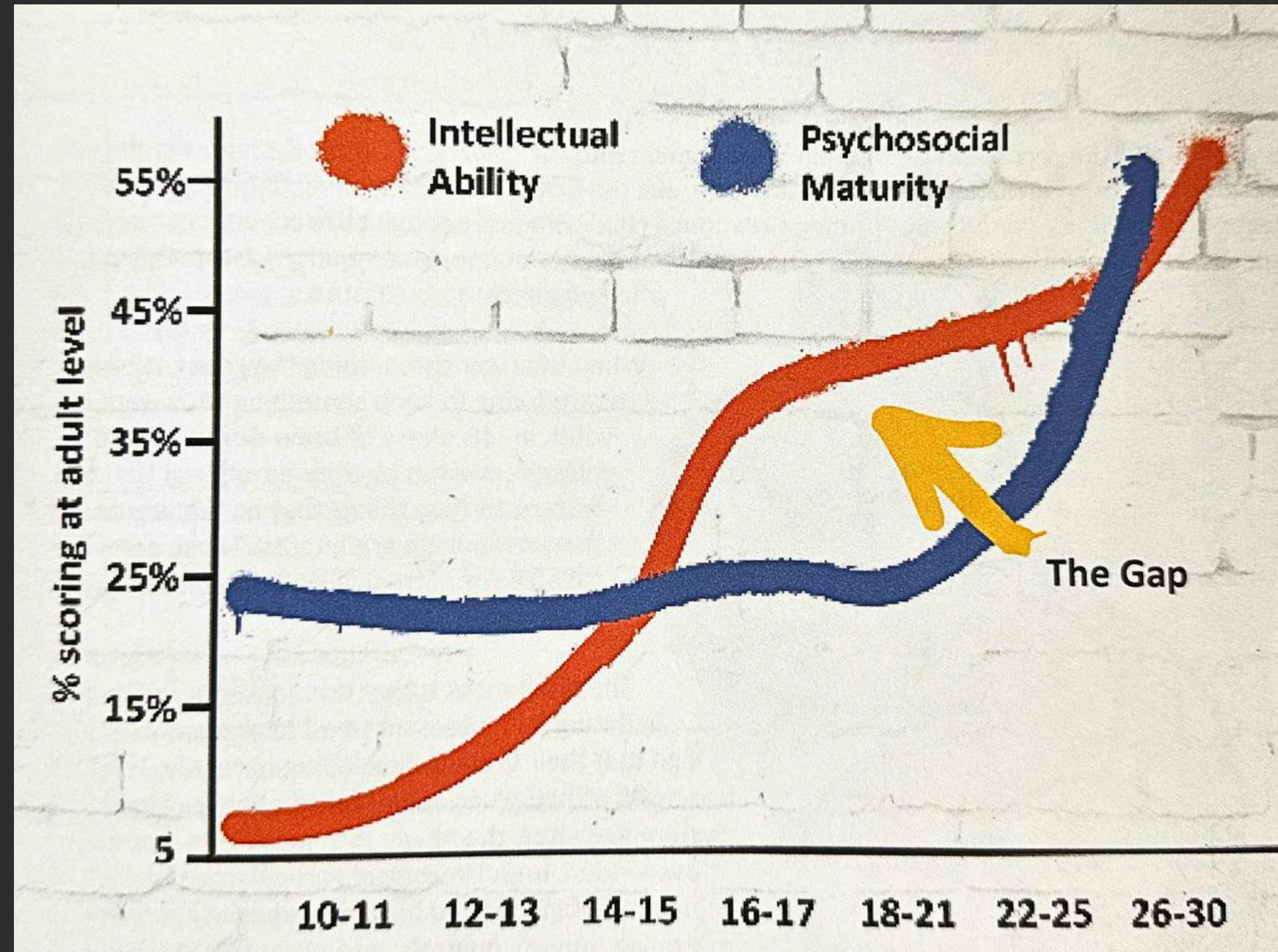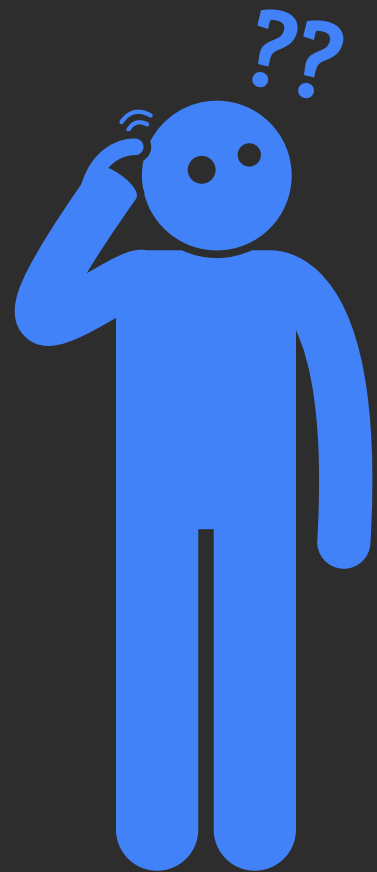
Why does this matter?

The Gap

The online world was **not** designed with a child's brain development in mind.

Your communities need you.

How did we get **here**?

😔 **The Tech Problems**

Daily Time with Friends
Minutes per Day
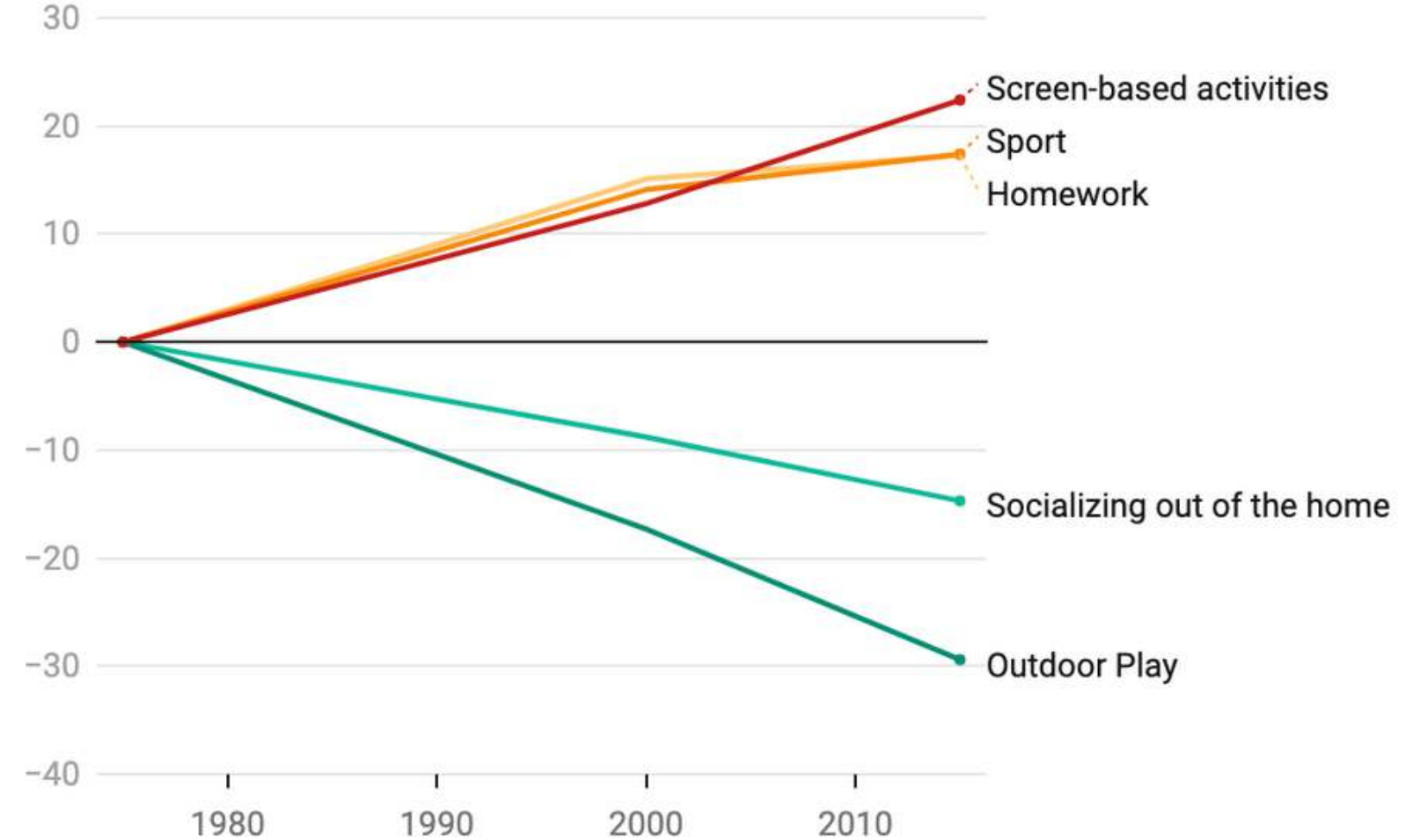
15-24
25-34
45-54
65+
55-64
35-44
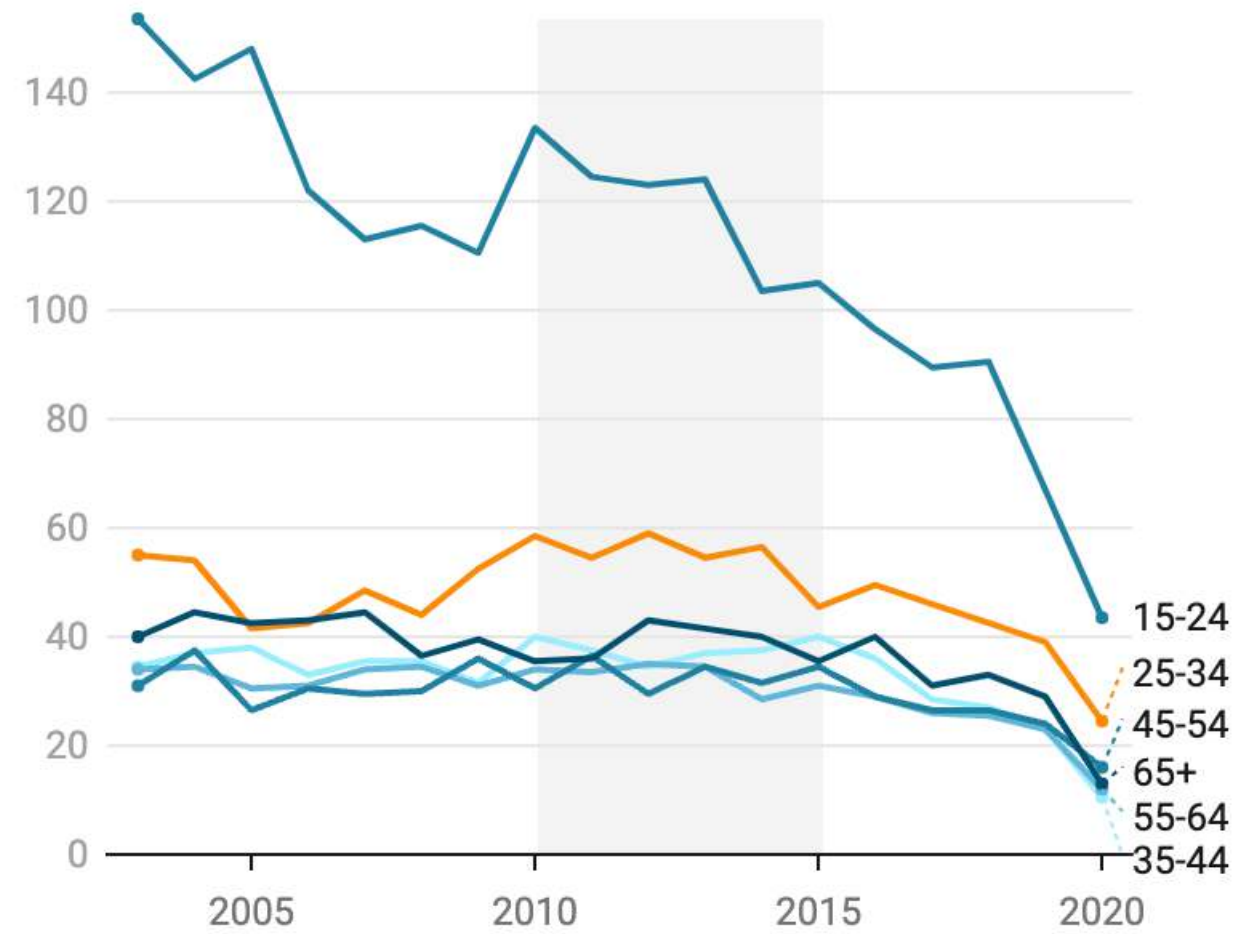
Source: American Time Use Survey

UK Children's Daily Time Use, 1975-2015
Percent Change Since 1975

Screen-based activities
Sport
Homework
Socializing out of the home
Outdoor Play

Source: Mullan 2019

😔 The Tech Problems

Share of US Households with Specific Technology (1925-2019)

Percent of U.S. Households

Radio / Color TV / Internet / Smartphone / Social Media / Microcomputer
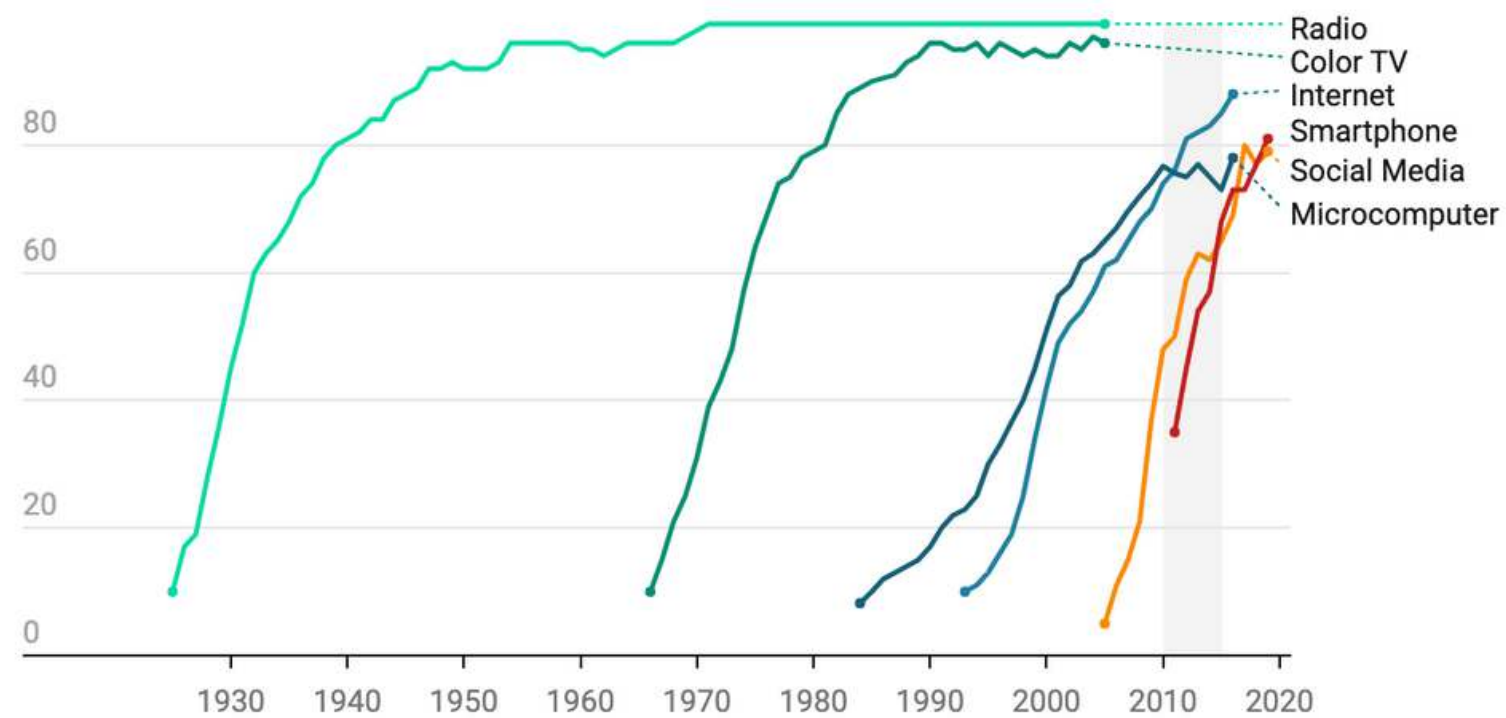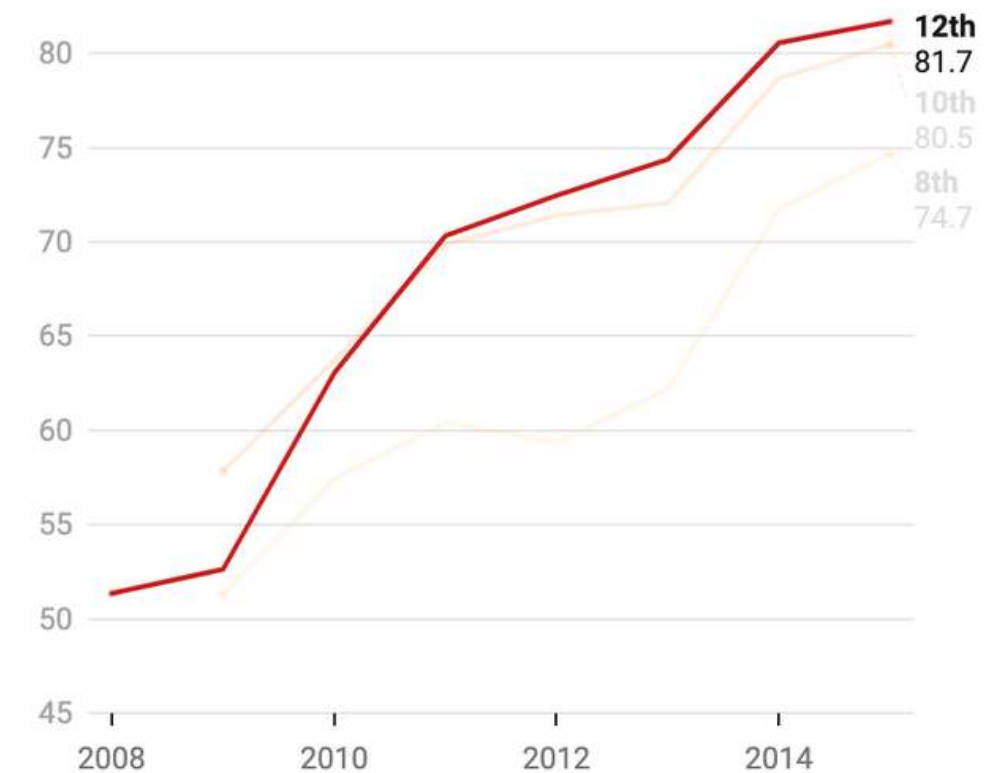
Source: Our World in Data

Daily Social Media Users (U.S. Adolescents)

Percent of high schoolers using social media "nearly every day"
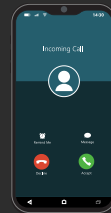
12th — 81.7
10th — 80.5
8th — 74.7

Source: Monitoring the Future

14

85% of teens in the US have an iPhone (Piper Sandler, 2024).
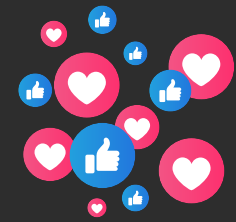
95% of US teens use social media (Pew Research, 2023).

95% of US teens have access to a smartphone (Pew Research, 2023).

Nearly half of teens say they use the internet "almost constantly" (Pew Research, 2023).

YouTube continues to be top platform among teens, followed by TikTok, Snapchat and Instagram

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

YouTube: 95 → 93
TikTok: 67 → 63
Snapchat: 62 → 60
Instagram: 59
Facebook: 71 → 32 → 33
Discord: 28
WhatsApp: 21
Twitter (X): 33 → 23 → 20
Twitch: 20 → 17
Reddit: 17 → 14
BeReal: 13

'14-15 — '22 — '23
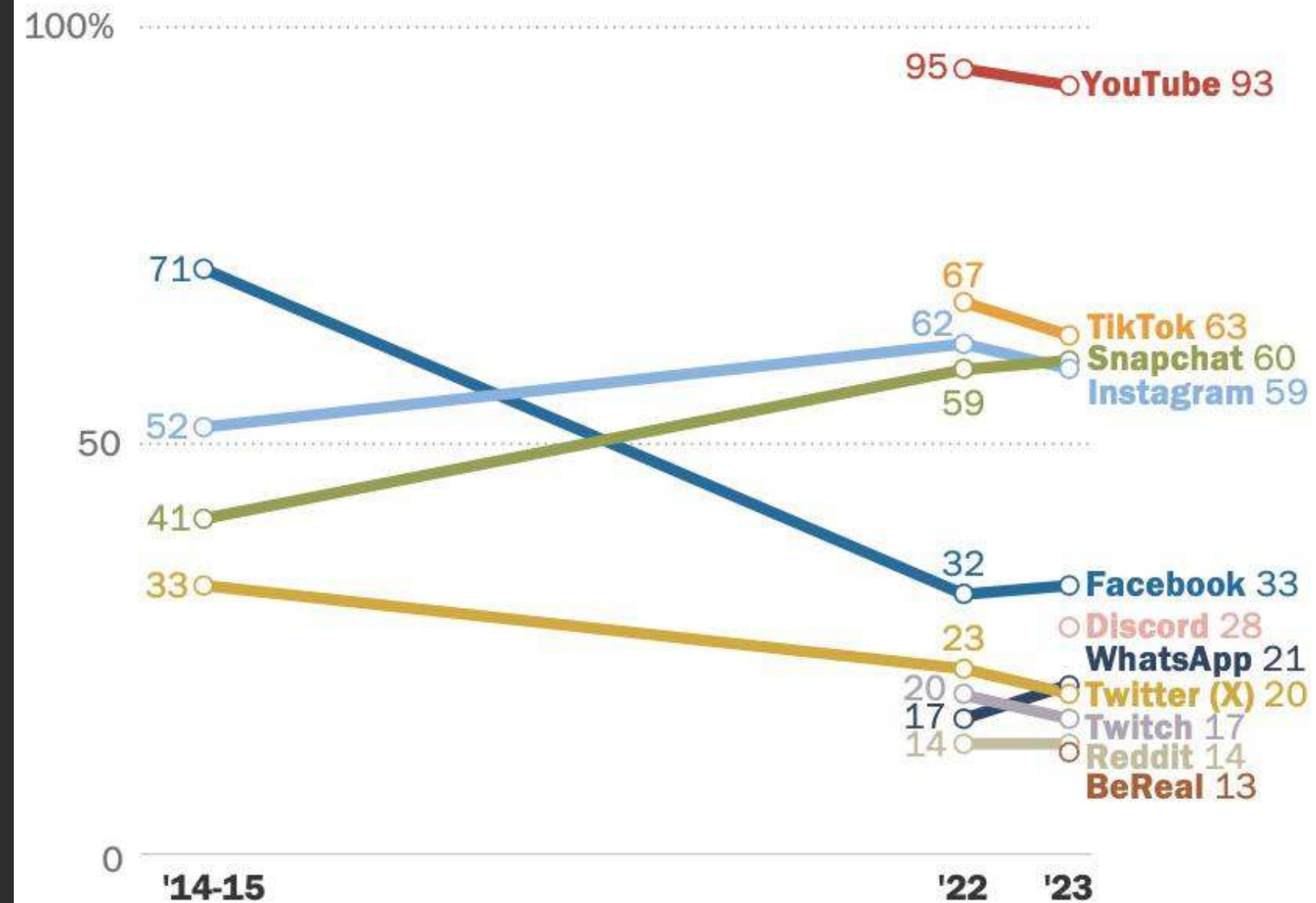
Note: Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023.
"Teens, Social Media and Technology 2023"

PEW RESEARCH CENTER

Tech is here to stay.
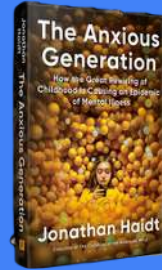
"The Four Foundational Harms"

Addiction

Social Deprivation

Sleep Deprivation

Attention Fragmentation

Addiction

2009

2009

Recommendation Algorithm

Attention **+** Customization

Web history

Contacts

Location history

Apps

Online shopping

Your friends' interests

+ MUCH MORE
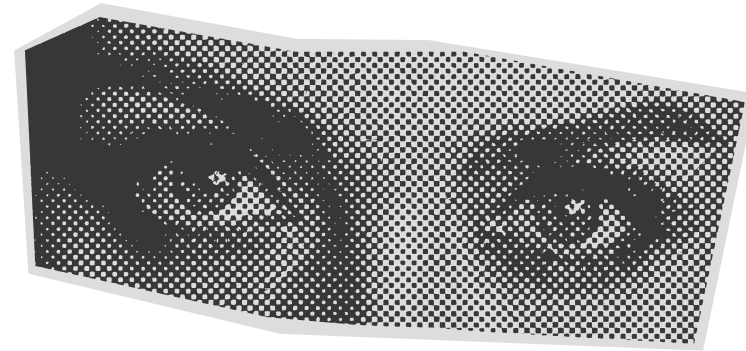
The most highly skilled teams in tech are working on products designed to capture and sustain our attention.

"It is engineered to make the site sticky... to keep people on the site longer."

YouTube Programmer

Source: "Why Is YouTube Suggesting Extreme or Misleading Content?" Wall Street Journal

TECH

YouTube's Search Algorithm Directs Viewers to False and Sexualized Videos, Study Finds

More than 70% of videos flagged by study participants as objectionable were recommended by YouTube, according to Mozilla

THE WALL STREET JOURNAL.
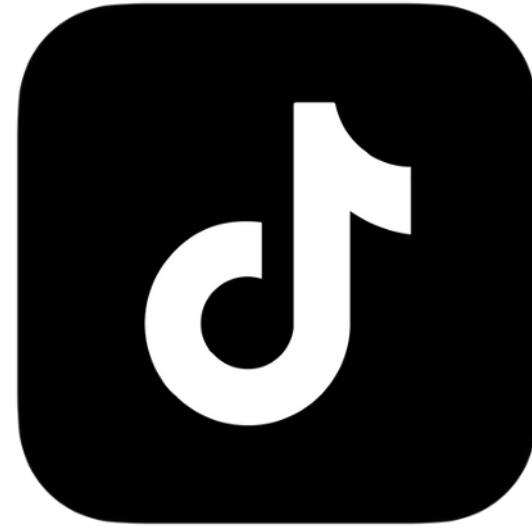
The Queen of **Algorithms**

40 minutes

Investigation: How TikTok's Algorithm Figures Out Your Deepest Desires

+ what you can't look away from

"It was awful."

Social Deprivation
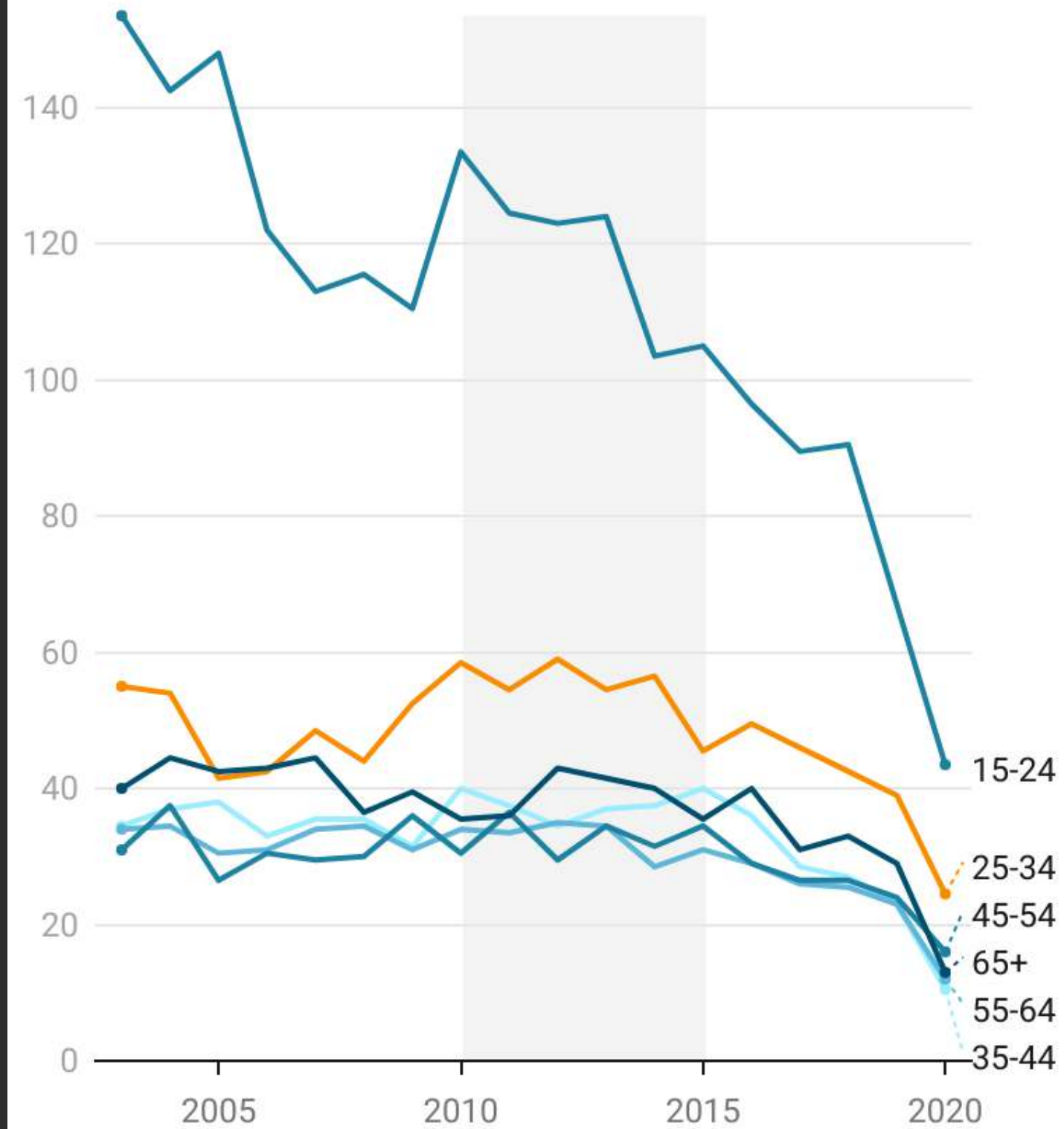
Source: American Time Use Survey

"**Comparisons** made on social media are more likely to be **upward** as many users tend to present an **idealized** version of themselves and their lives" (NIH, 2022).

Instagram Makes Teen Girls Hate Themselves. Is That a Bug or a Feature?

Facebook Knows Instagram Is Toxic for Teen Girls, Company Documents Show

"I kinda wanna throw my phone across the room 'Cause all I see are girls too good to be true."
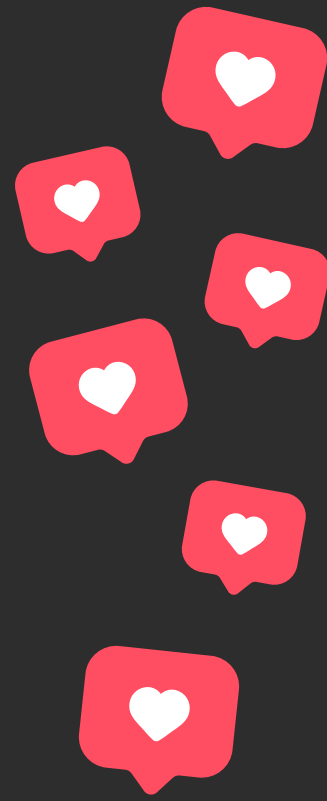
Getting Fewer "Likes" Than Others on Social Media Elicits Emotional Distress Among Victimized Adolescents

Our research examined one common experience on social media that could be a risk factor for youth: *insufficient social validation*, defined as not getting enough positive feedback from others about the content one has shared.

Getting Fewer "Likes" Than Others on Social Media Elicits Emotional Distress Among Victimized Adolescents (National University of Singapore, University of Rochester, UT Austin)

Sleep Deprivation

Sleep Less Than 7 Hours a Night (12th Graders)
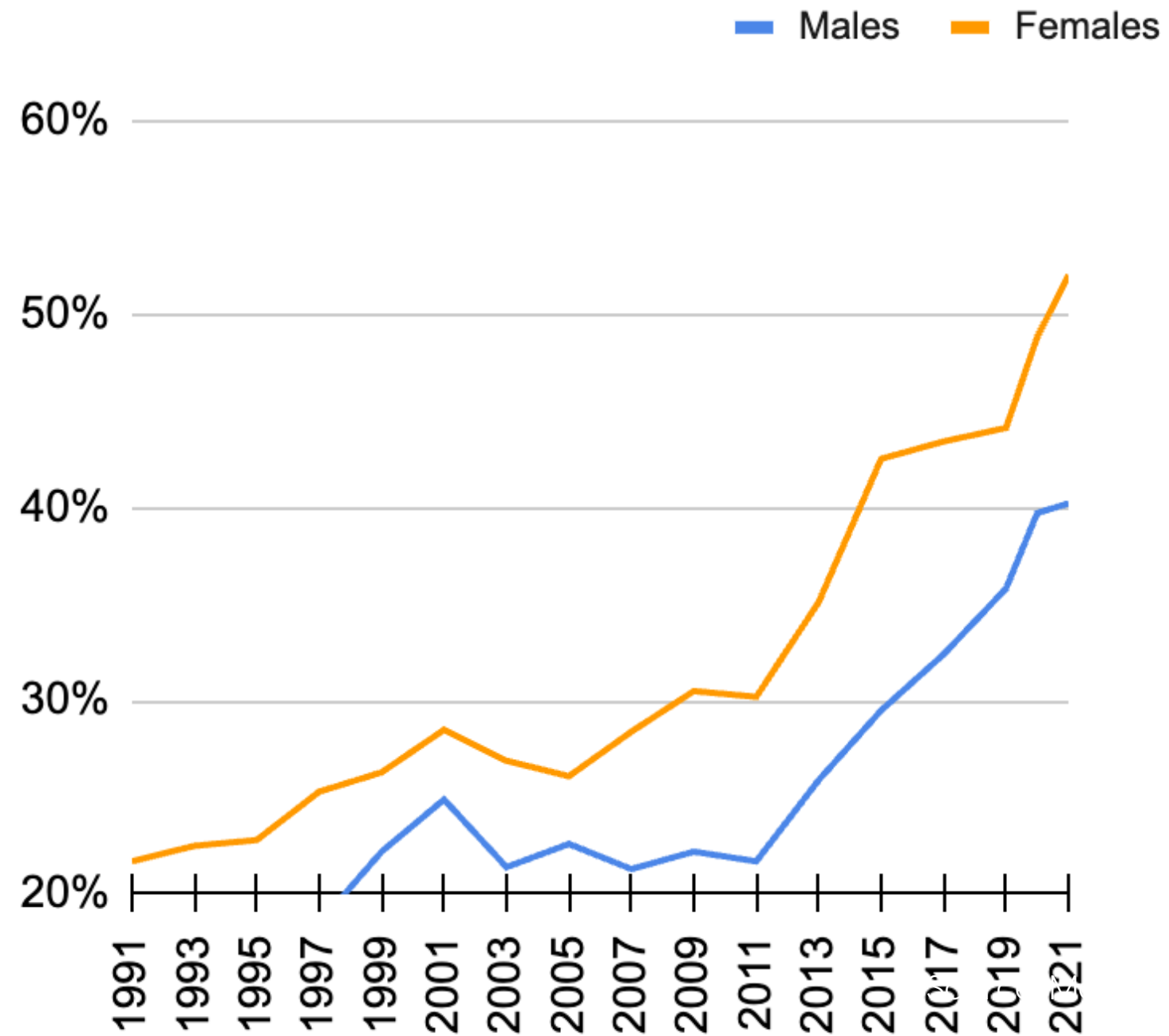
Source: MIT Sleep Graphs (2023)
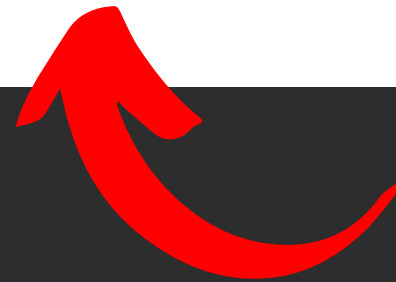
The researchers "conducted an experiment comparing the effects of 6.5 hours of exposure to blue light to exposure to green light of comparable brightness. The blue light suppressed melatonin for about twice as long as the green light and shifted circadian rhythms by twice as much (3 hours vs. 1.5 hours)."

Harvard Medical School (2020)

Attention Fragmentation

You've reached your limit on Youtube. 😍😍😍😍

Leticia took a screenshot!

Someone liked your comment

...been a change in ...ng heartrate

You got an 85.22% ... your Science quiz

New Message
Where r u? Yo... isn't showing up

WhatsApp

New Message
Natalie took a screenshot!

Snapchat
...ulia took a screenshot!

Señior Pan
Missed Call (3)

Screen Time Report
You averaged 12 hours, 7 mins of screen time per day last week.

Message
so r we friends or no

TikTok
New video posted

Message
so r we friends or no

Señior Pan
Missed FaceTime (3)

Snapchat
Sophie sent yo...
DM

Insta...
priscill...
liked y...

Instagram
priscilla and 22 others liked your photo.

Mommy
Hello??? Take me off do not distrub.

Battery
...f battery remaining

High heartrate
There's been a ch... your resting hear...

Low Battery
10% of battery remaining

New M...
your...
me

New Mess...
can i wear... crocs today please

Instagram
You were tagged in ...hoto

...napchat
...ophie sent you a DM

WhatsApp
If u send me th... i'll give u cheez...

...w Battery
...% of battery remaining

Instagram
You were mentioned... story

Snapchat
Sophie sent y...
DM

Time Limit
You've reached your limit on Instagram.

Late Assignment
Your Math homew... due

...napchat
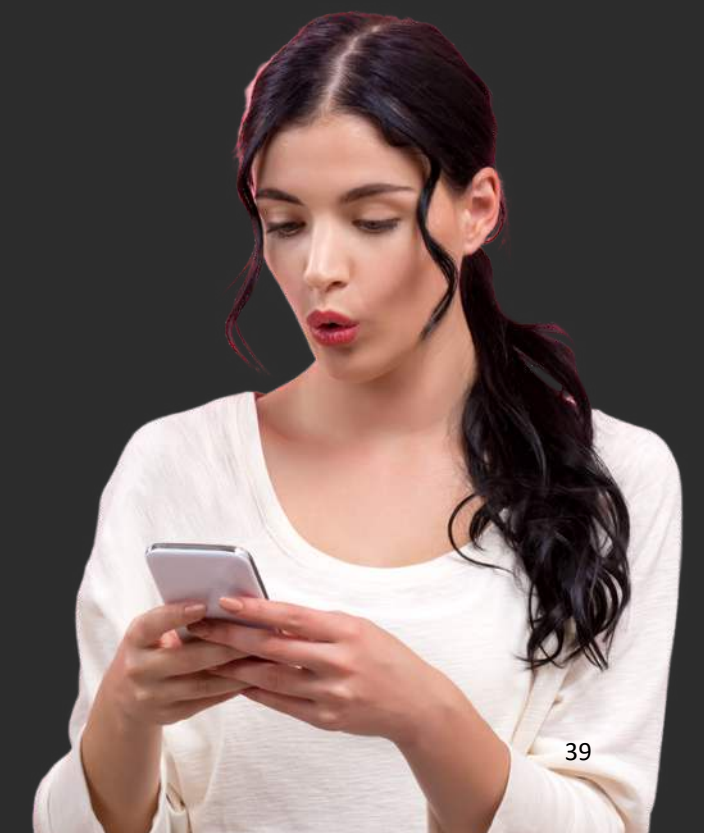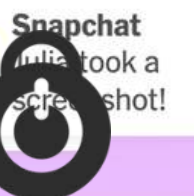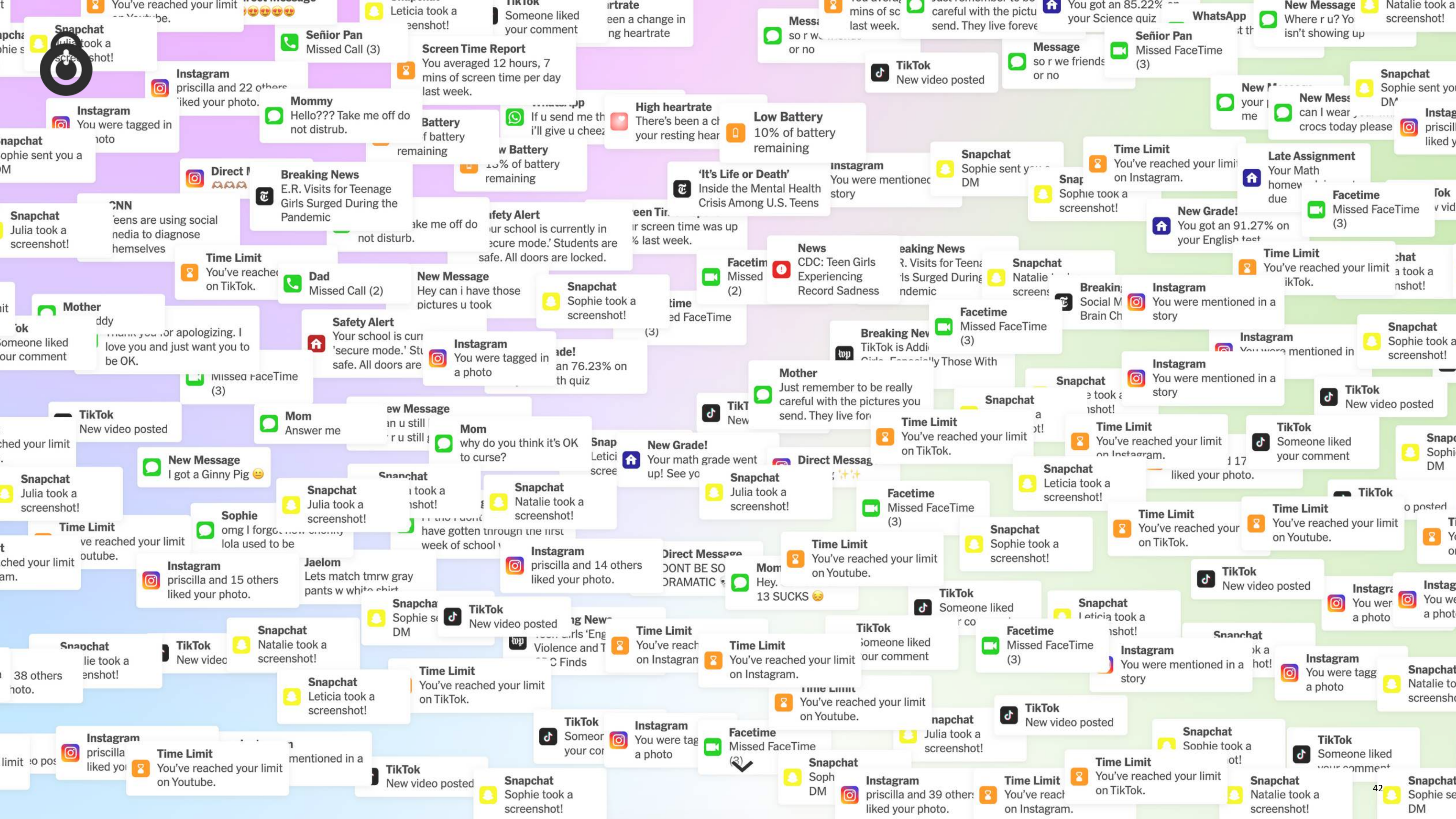...ophie s...
...hie s...

Direct M...

Breaking News
E.R. Visits for Teenage Girls Surged During the Pandemic

'It's Life or Death'
Inside the Mental Health Crisis Among U.S. Teens

Sna...
Sophie took a screenshot!

Facetime
Missed FaceTime (3)

Ok
...v vid...

Snapchat
Julia took a screenshot!

CNN
...eens are using social ...edia to diagnose ...hemselves

...fety Alert
...ur school is currently in ...ecure mode.' Students are safe. All doors are locked.

...een Tim...
...r screen time was up ...% last week.

Facetime
Missed (2)

News
CDC: Teen Girls Experiencing Record Sadness

...eaking News
...R. Visits for Teena... ...ls Surged During ...ndemic

Snapchat
Natalie ... screens...

Breakin...
Social M... Brain Ch...

Instagram
You were mentioned in a story

Time Limit
You've reached your limit ...iktok.

...chat
...a took a ...nshot!

Time Limit
You've reached on TikTok.

Dad
Missed Call (2)

New Message
Hey can i have those pictures u took

Snapchat
Sophie took a screenshot!

...ime
...ed FaceTime (3)

Facetime
Missed FaceTime (3)

Instagram
You were mentioned in a story

Snapchat
Sophie took a screenshot!

Mother
...ddy

...ank you for apologizing. I love you and just want you to be OK.

Safety Alert
Your school is curr... 'secure mode.' Stu... safe. All doors are...

Instagram
You were tagged in a photo

...ade!
...an 76.23% on ...th quiz

Mother
Just remember to be really careful with the pictures you send. They live for...

Snapchat
...e took a ...shot!

Snapchat
...shot!

TikTok
New video posted

TikTok
New video posted

Someone liked ...ur comment

TikTok
New video posted

...w Message
...an u still... ...r u still g...

Mom
Answer me

Mom
why do you think it's OK to curse?

Snap
...Leticia... ...scree...

TikT...
New...

Time Limit
You've reached your limit on TikTok.

Time Limit
You've reached your limit on Instagram.

Time Limit
You've reached your limit on TikTok.

TikTok
Someone liked your comment

Snap...
Sophi...
DM

...hed your limit

New Message
I got a Ginny Pig 😀

New Grade!
Your math grade went up! See yo...

Snapchat
Julia took a screenshot!

Direct Messag...
...✨✨

Facetime
Missed FaceTime (3)

Snapchat
Leticia took a screenshot!

Snapchat
Leticia took a screenshot!

TikTok
...o posted

Snapchat
Julia took a screenshot!

Sophie
omg I forgot how chonky lola used to be

Snapchat
...took a ...shot!

Snapchat
Natalie took a screenshot!

...f the I don't ... have gotten through the first week of school w...

Snapchat
Sophie took a screenshot!

Time Limit
You've reached your limit on TikTok.

Time Limit
You've reached your ... on TikTok.

T...
Yo...

Time Limit
...ve reached your limit ...outube.

Instagram
priscilla and 15 others liked your photo.

Jaelom
Lets match tmrw gray pants w white shirt

Instagram
priscilla and 14 others liked your photo.

Direct Message
DONT BE SO DRAMATIC ...

Mom
Hey. 13 SUCKS 😔

TikTok
Someone liked ...r co...

TikTok
New video posted

Snapchat
Leticia took a ...shot!

Snapchat
...napchat

Instagra...
You wer... a photo

Insta...
You we...
a photo

Instagram
priscilla and 14 others liked your photo.

...hed your limit

Snapchat
...lie took a ...nshot!

TikTok
New vid...

Snapchat
Natalie took a screenshot!

Snapchat
...a took a ...shot!

TikTok
New video...

Snapcha...
Sophie s...
DM

TikTok
New video posted

...g New...
...en Girls 'Eng... Violence and T... ...C Finds

Time Limit
You've reach... on Instagra...

Time Limit
You've reached your limit on Instagram.

TikTok
...omeone liked ...our comment

Facetime
Missed FaceTime (3)

Instagram
You were mentioned in a story

...ok a ...hot!

Instagram
You were tagg... a photo

Snapchat
Natalie to... screensho...

...38 others ...oto.

Snapchat
...lie took a ...nshot!

TikTok
New video...

Snapchat
Leticia took a screenshot!

Time Limit
You've reached your limit on TikTok.

Time Limit
You've reached your limit on Youtube.

...ime Limit
...ve reached your limit ...on Instagram.

TikTok
New video posted

Facetime
Missed FaceTime (3)

napchat
Julia took a screenshot!

TikTok
New video posted

Instagram
priscilla ...
liked yo...

Time Limit
You've reached your limit on Youtube.

TikTok
New video posted

Snapchat
Sophie took a screenshot!

Instagram
You were tag... a photo

Facetime
Missed FaceTime (3)

Snapchat
Soph...
DM

Instagram
priscilla and 39 others liked your photo.

Time Limit
You've reach... on Instagram.

Time Limit
You've reached your limit on TikTok.

Snapchat
Natalie took a screenshot!

TikTok
Someone liked ...ur comment...

Snapchat
Sophie se...
DM

...limit ...o pos...

"Smartphone push notifications produced a decline in task performance... [and had] a negative influence on cognitive function and concentration"

Computational Intelligence and Neuroscience (2016)
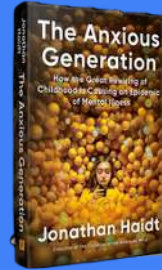
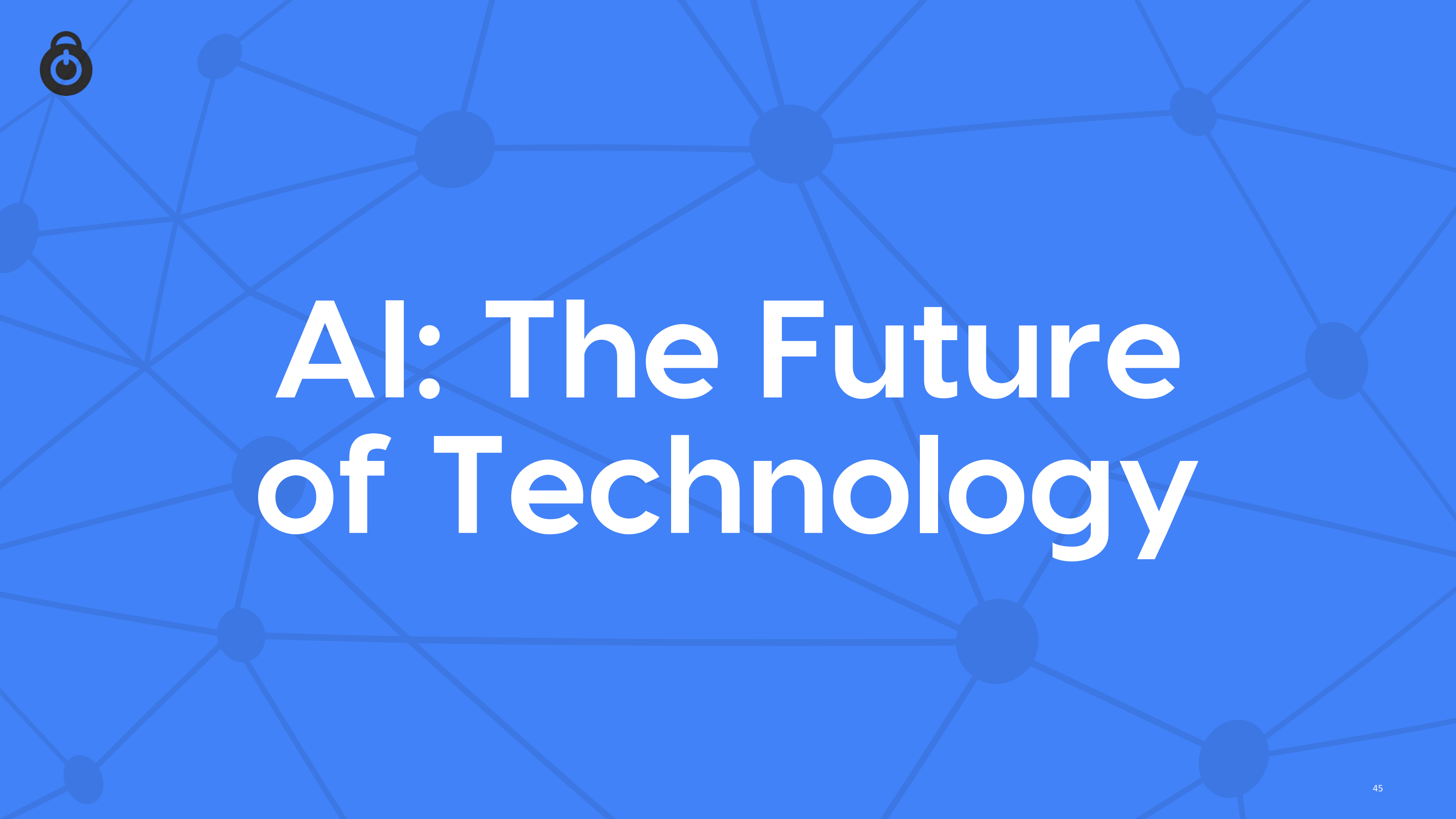# "The Four Foundational Harms"

Addiction

Social Deprivation

Sleep Deprivation

Attention Fragmentation

AI: The Future of Technology

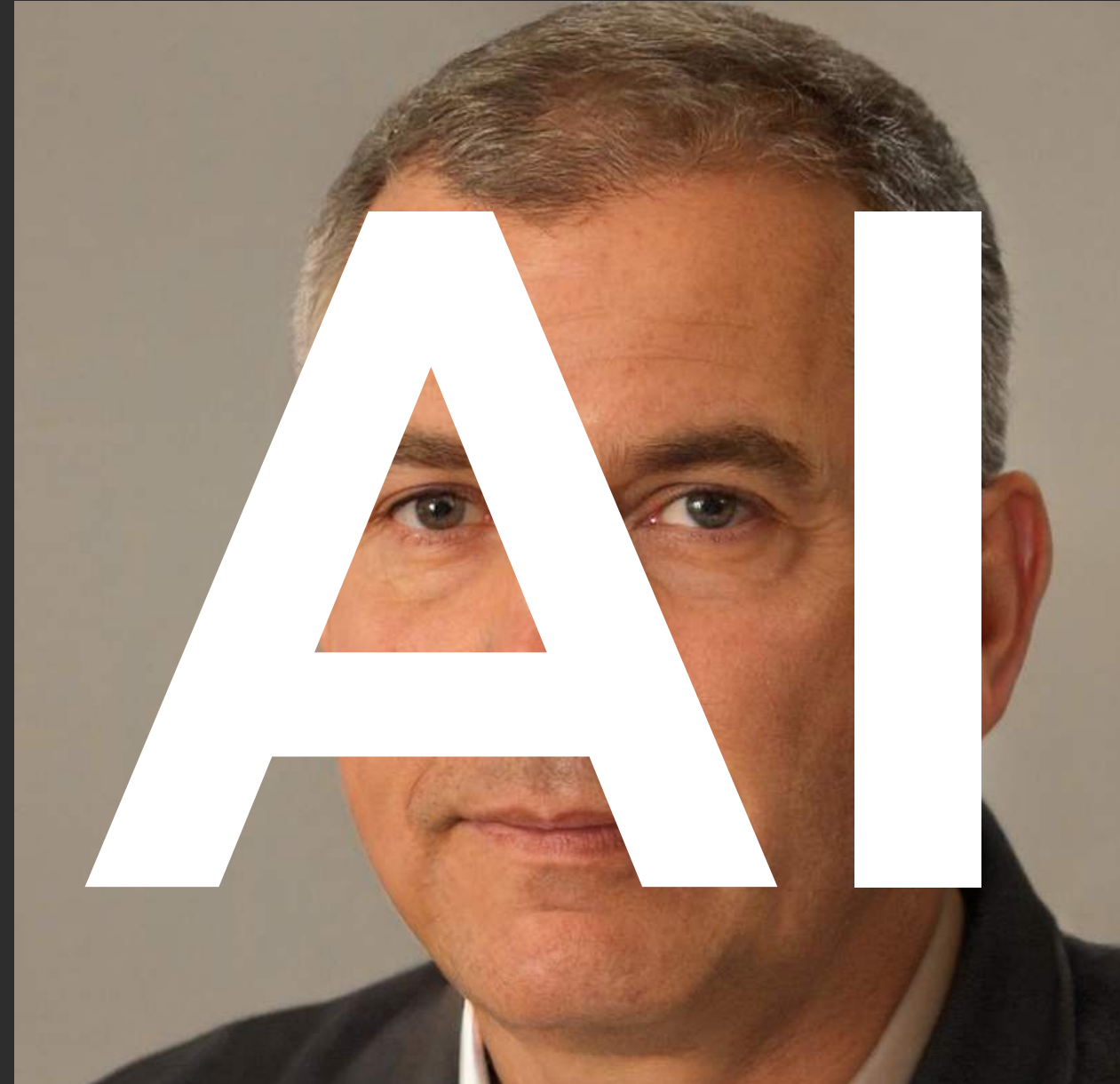# Real or **AI**-generated? 🤔

Real or AI-generated? 🤔

Real or AI-generated? 🤔

Real or AI-generated? 🤔

Real or AI-generated? 🤔

REAL
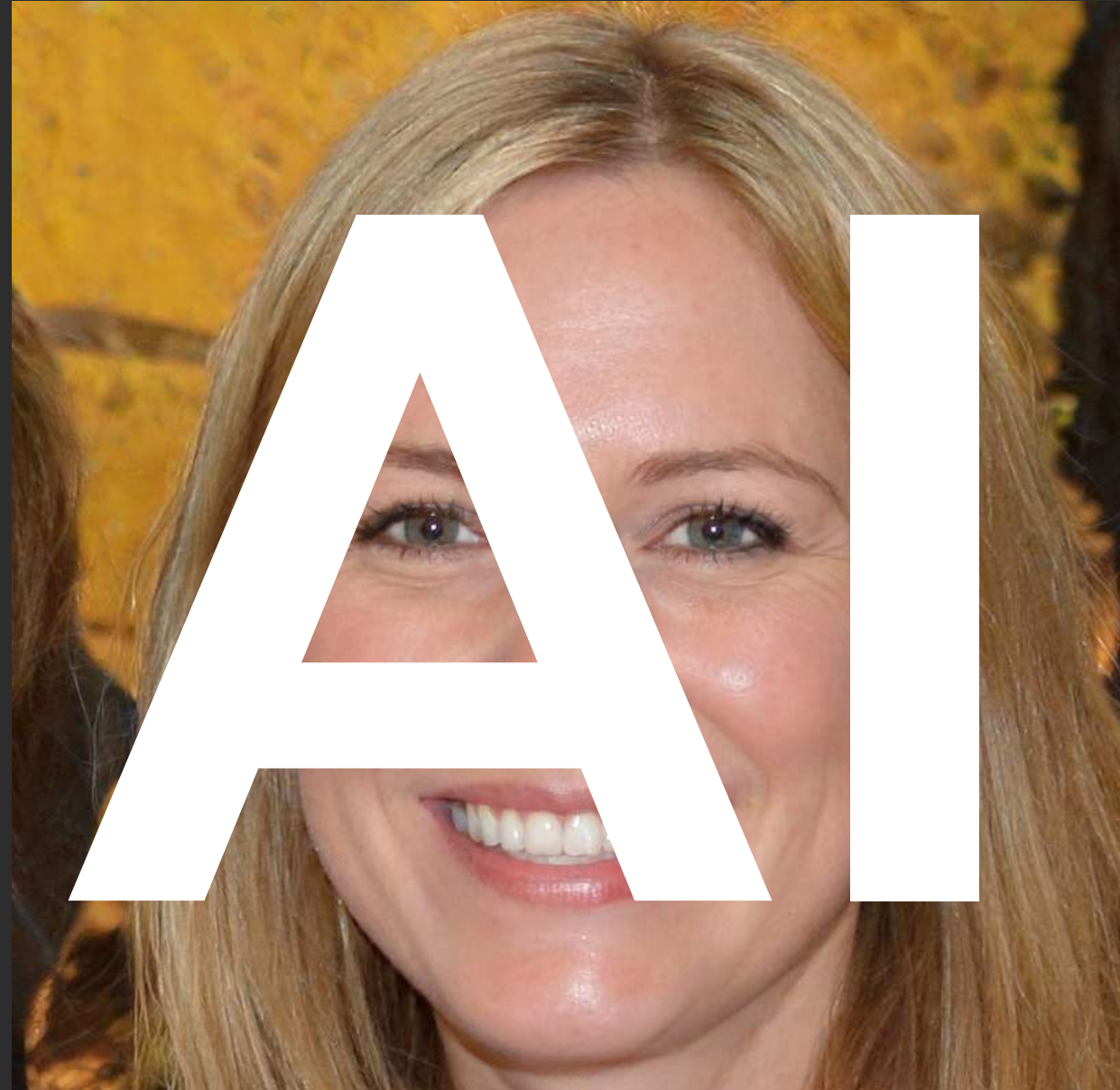
Real or AI-generated? 🤔

Real or AI-generated? 🤔

Real or AI-generated? 🤔

Real or AI-generated? 🤔

Real or AI-generated? 🤔

Did anyone get *100% correct?*

Welcome to the world of AI in 2024.

200+

nudifying/undressing apps/platforms

Channel 4 News UK

Teen Girls Confront an Epidemic of Deepfake Nudes in Schools

Using artificial intelligence, middle and high school students have fabricated explicit images of female classmates and shared the doctored pictures.

Undress AI - deepnude app

See anybody nude for free
Just paint over the clothes, set age and body type and get a deepnude in a few seconds

Remove clothes from any photo!

With our service you can undress any person in a photo absolutely FREE!

Launch App

More deepfake porn videos were created in 2023 than every year since the tech's outset (2017) combined.

Channel 4 News UK

It's becoming increasingly **difficult** to differentiate the **real** from the **fake** online.

This is a lot.

Families ask us:

"Where do I begin?"
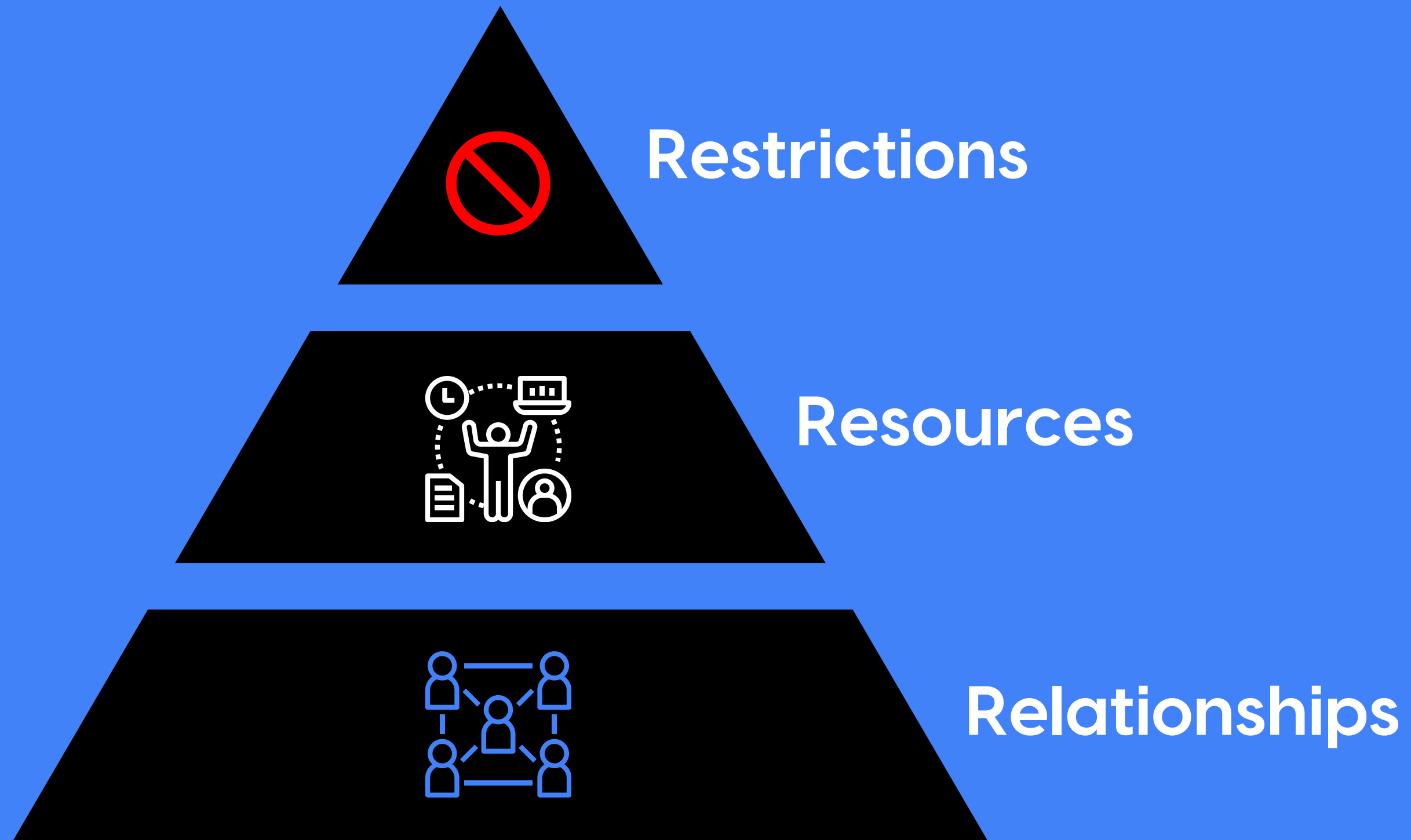
It is *nearly impossible* to master tech.

It's more important that we raise our kids and empower our communities to **live with these responsibilities** rather than try to lock down every single platform, app, and device.

Equipping Your Family

Restrictions

Resources

Relationships

Addiction

Encourage
Play Pre-Tech

Prioritize Real World Experiences
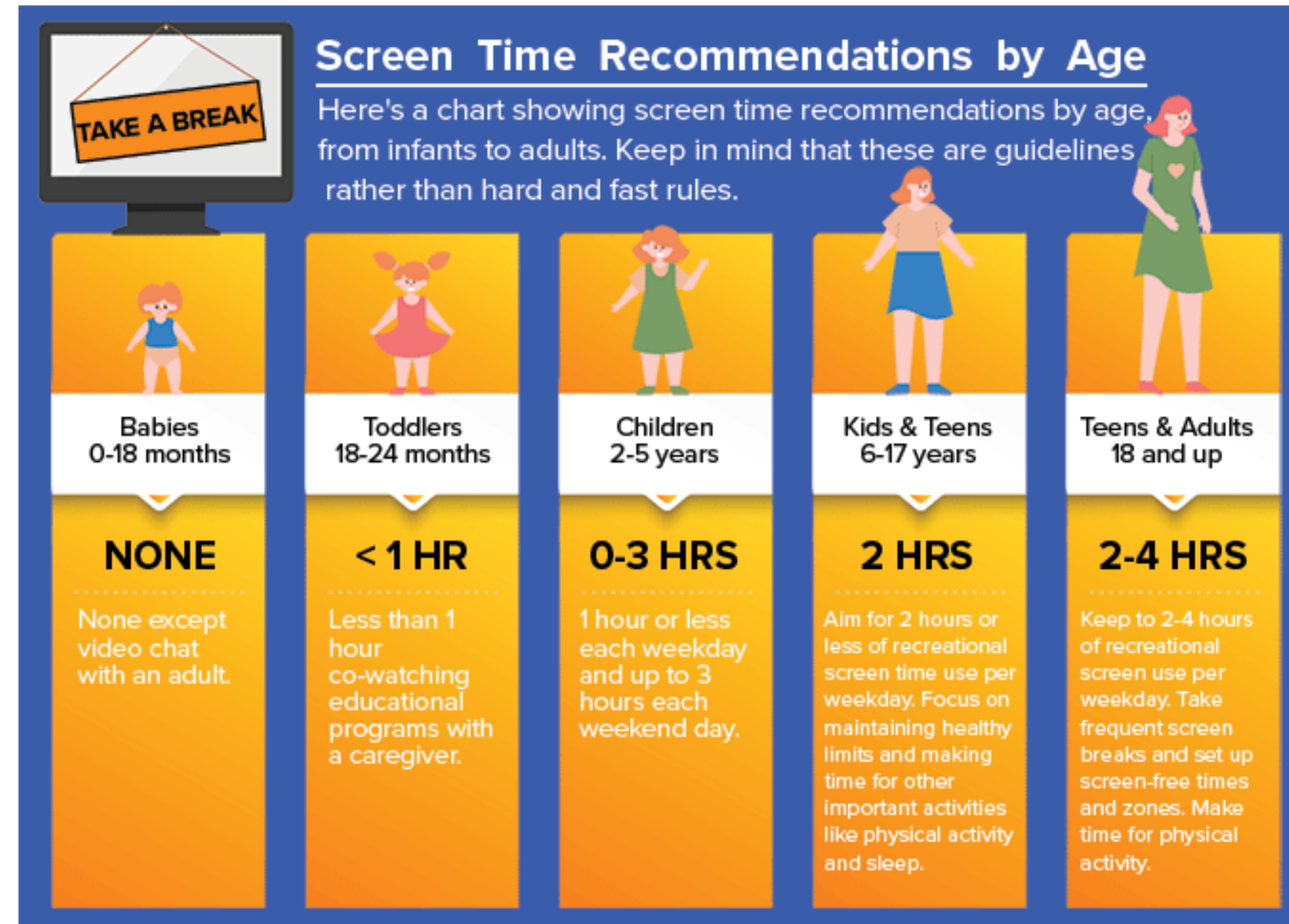
Work with your communities to build a Summer Bucket List.
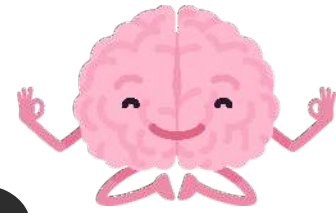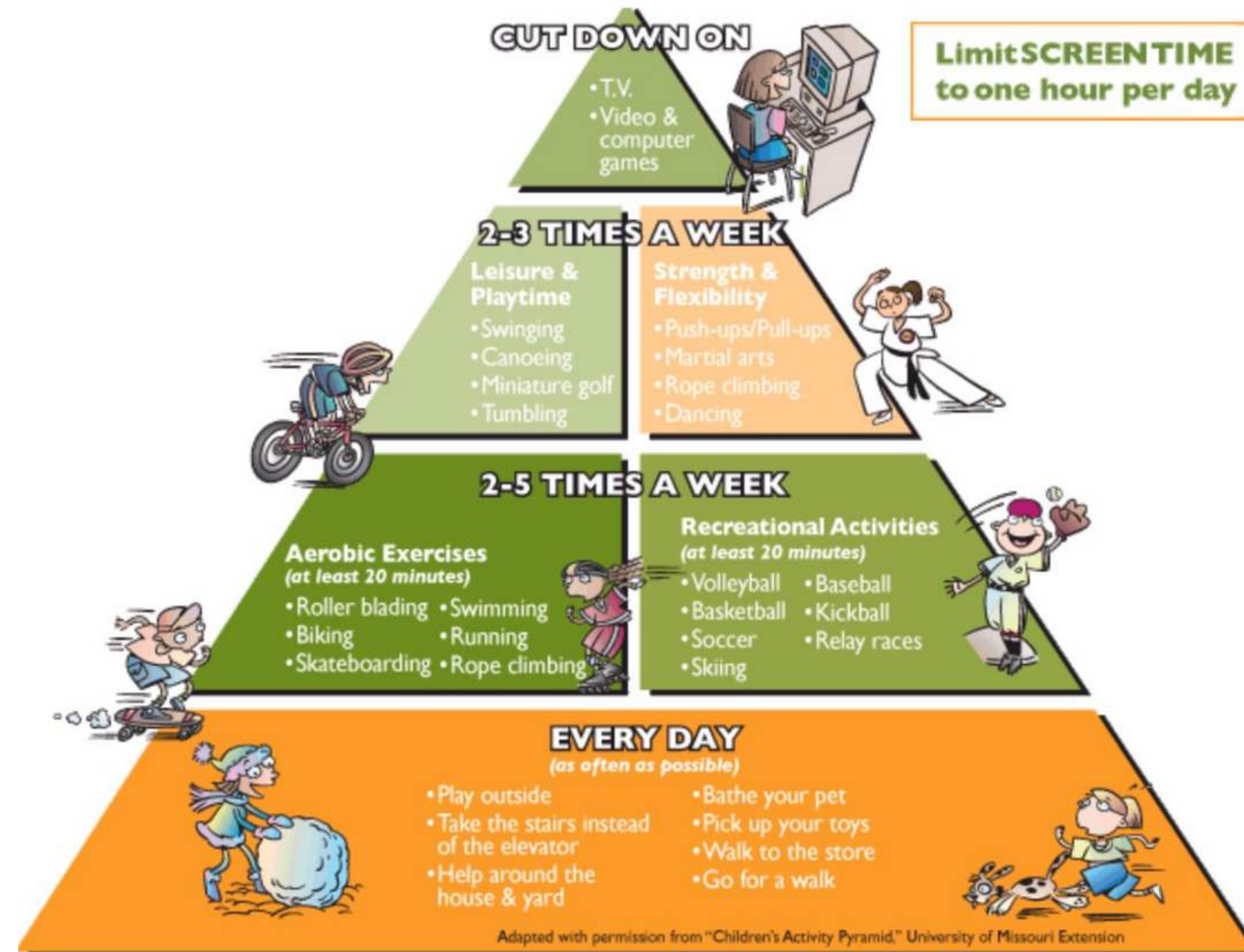
Delay

Do it for this guy...

Introduce Tech Wisely

Screen Time Recommendations by Age

Here's a chart showing screen time recommendations by age, from infants to adults. Keep in mind that these are guidelines rather than hard and fast rules.

TAKE A BREAK

Babies 0-18 months	Toddlers 18-24 months	Children 2-5 years	Kids & Teens 6-17 years	Teens & Adults 18 and up
NONE	**< 1 HR**	**0-3 HRS**	**2 HRS**	**2-4 HRS**
None except video chat with an adult.	Less than 1 hour co-watching educational programs with a caregiver.	1 hour or less each weekday and up to 3 hours each weekend day.	Aim for 2 hours or less of recreational screen time use per weekday. Focus on maintaining healthy limits and making time for other important activities like physical activity and sleep.	Keep to 2-4 hours of recreational screen use per weekday. Take frequent screen breaks and set up screen-free times and zones. Make time for physical activity.

Source: American Academy of Child & Adolescent Psychiatry

Brain Balance

CUT DOWN ON
• T.V.
• Video & computer games

Limit SCREEN TIME to one hour per day

2-3 TIMES A WEEK

Leisure & Playtime
• Swinging
• Canoeing
• Miniature golf
• Tumbling

Strength & Flexibility
• Push-ups/Pull-ups
• Martial arts
• Rope climbing
• Dancing

2-5 TIMES A WEEK

Aerobic Exercises
(at least 20 minutes)
• Roller blading
• Biking
• Skateboarding
• Swimming
• Running
• Rope climbing

Recreational Activities
(at least 20 minutes)
• Volleyball
• Basketball
• Soccer
• Skiing
• Baseball
• Kickball
• Relay races

EVERY DAY
(as often as possible)
• Play outside
• Take the stairs instead of the elevator
• Help around the house & yard
• Bathe your pet
• Pick up your toys
• Walk to the store
• Go for a walk

Adapted with permission from "Children's Activity Pyramid," University of Missouri Extension

Foster balance in on- and offline activities

Embrace the awkward. Talk to your kids. Listen to their thoughts.
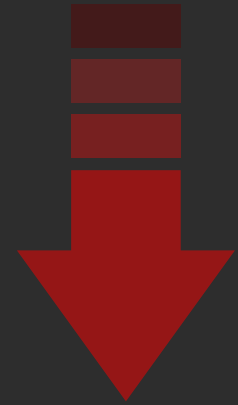
Model Healthy Tech Use
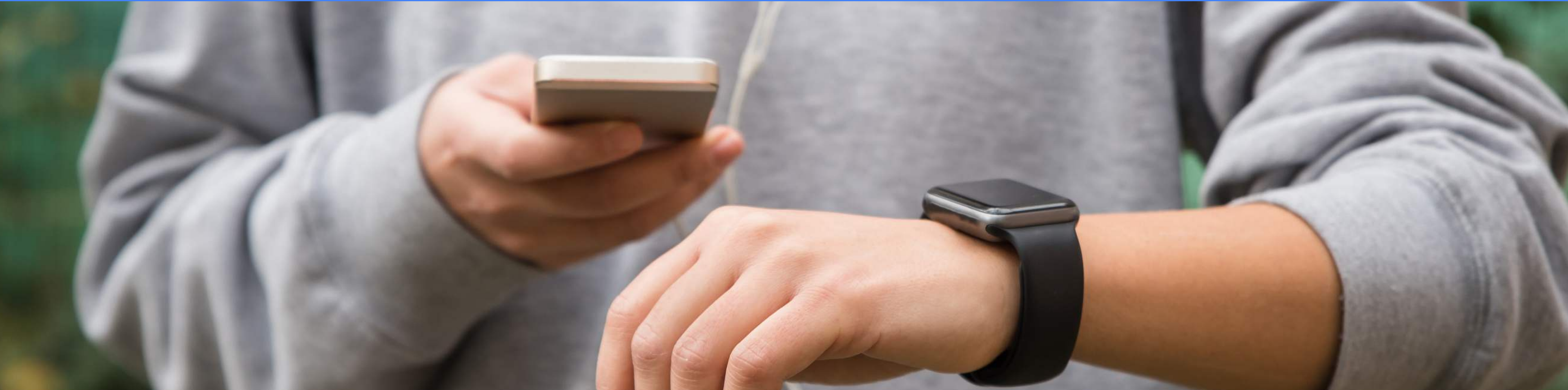
What you do matters _more_ than what you say.

If you're going to be on screens...

Minimize PASSIVE Screen Time

Maximize ACTIVE Screen Time

Social Deprivation

Get the **whole family** involved.

Think communal over solo.

Look for warning signs

Sleep Deprivation

Location, location, location

Set Expectations at Home

Use Screen Time Monitoring

Attention Fragmentation

Turn off non-essential notifications

Use Focus Modes
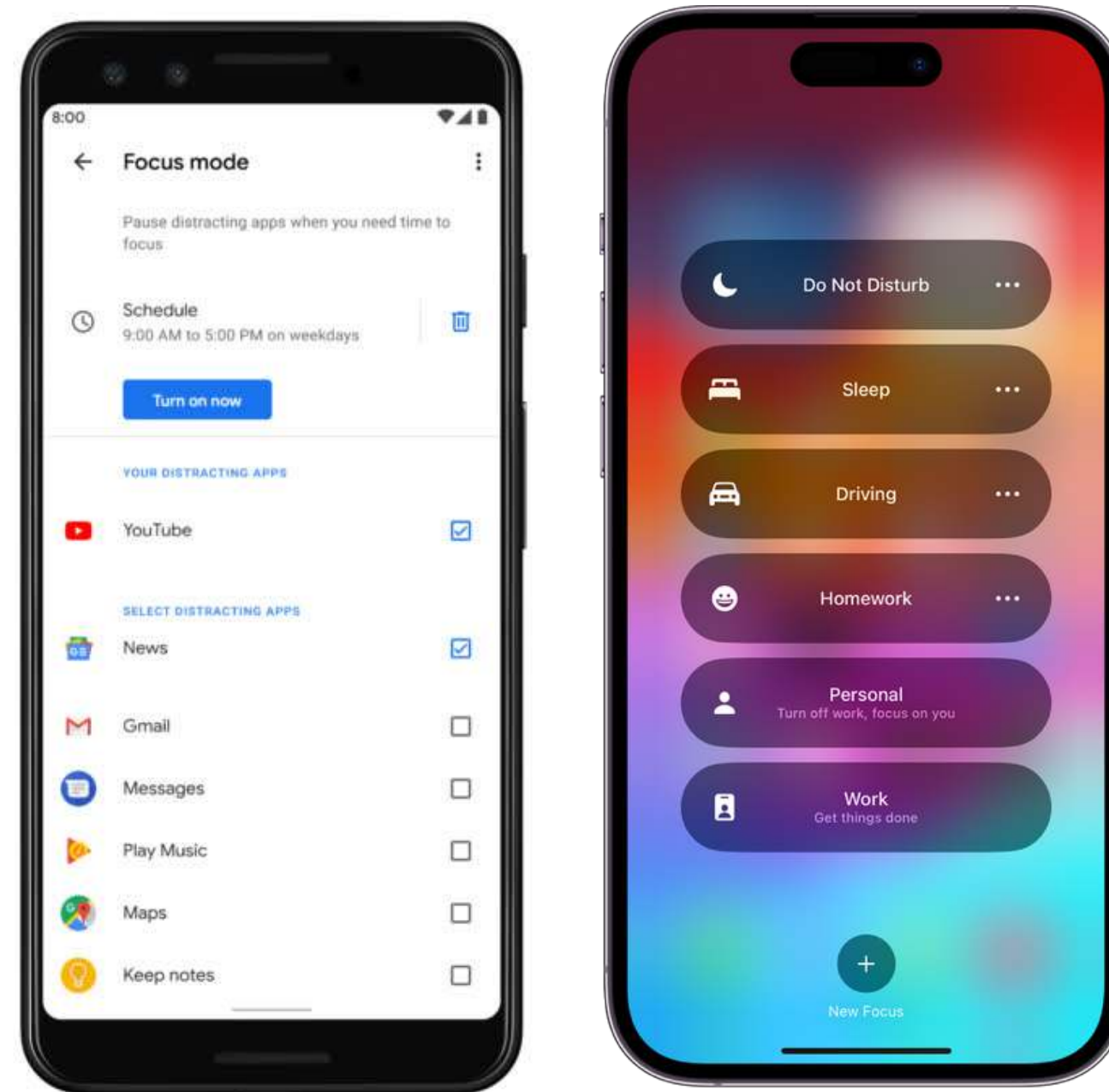
How can we be proactive?

The Future of Tech

Teach Digital Footprint + Don't Overshare

How much information is too much?

The ProTech Solution 🎉

Platforms Explained
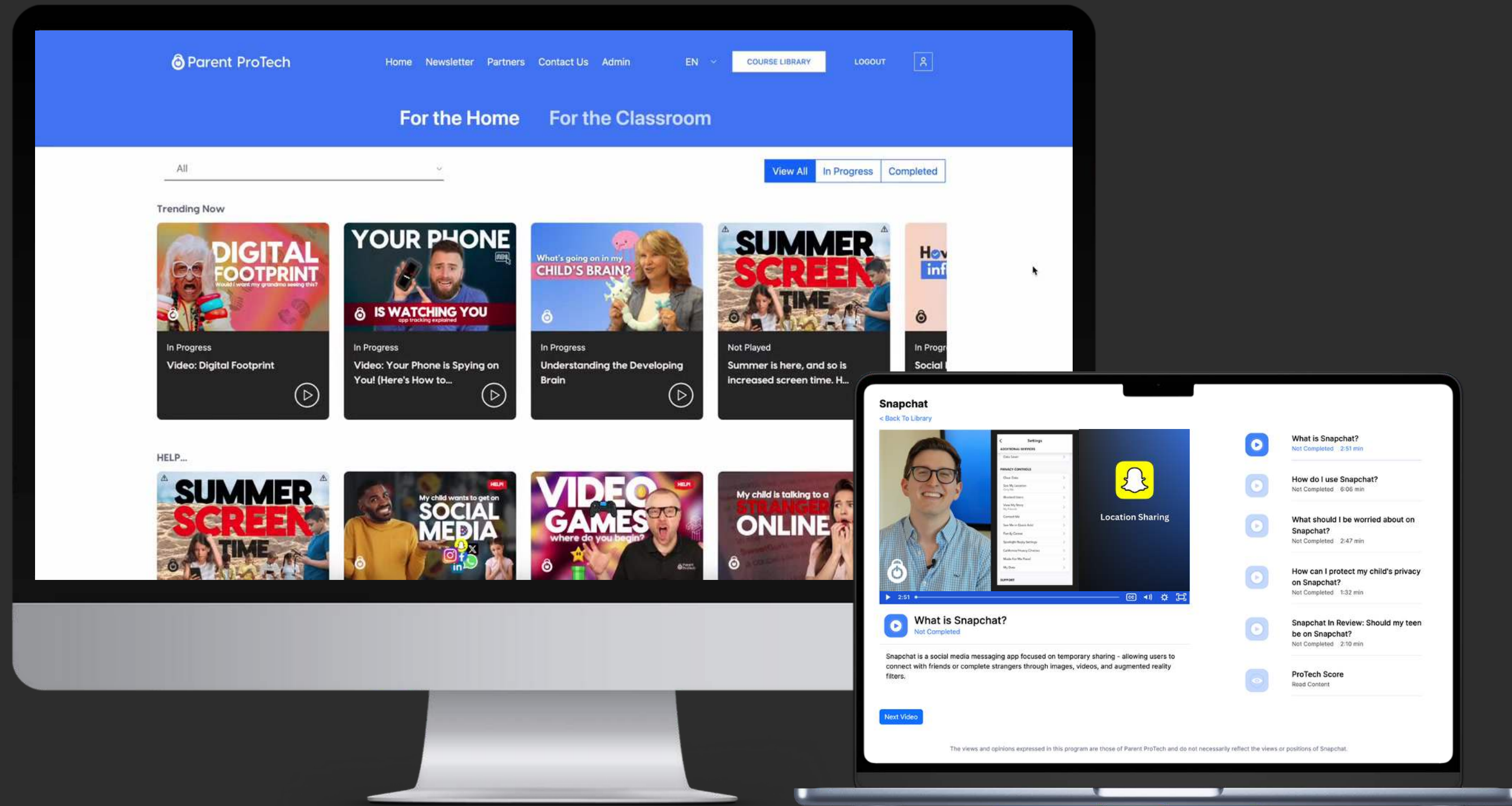
Comprehensive videos and resources to guide
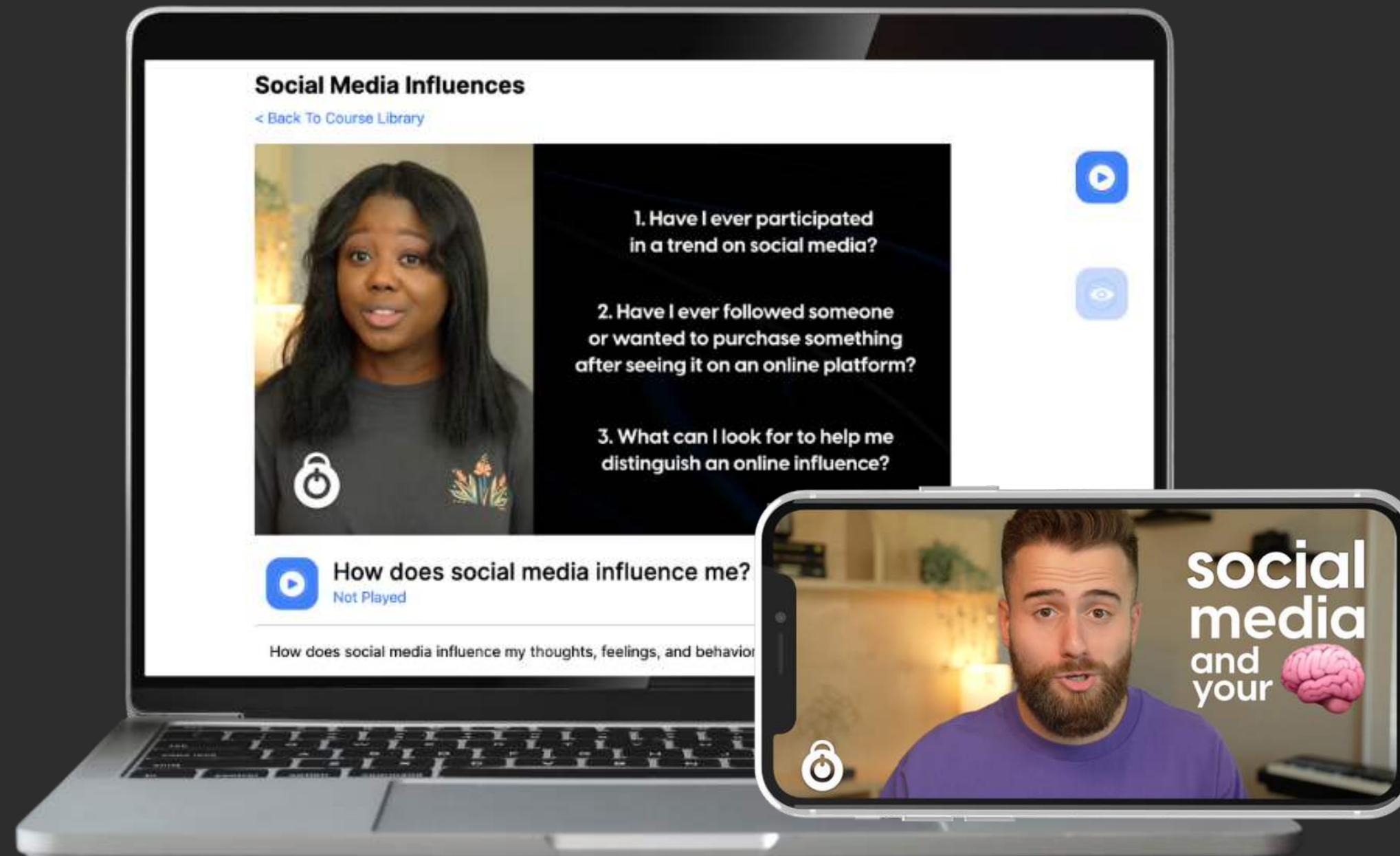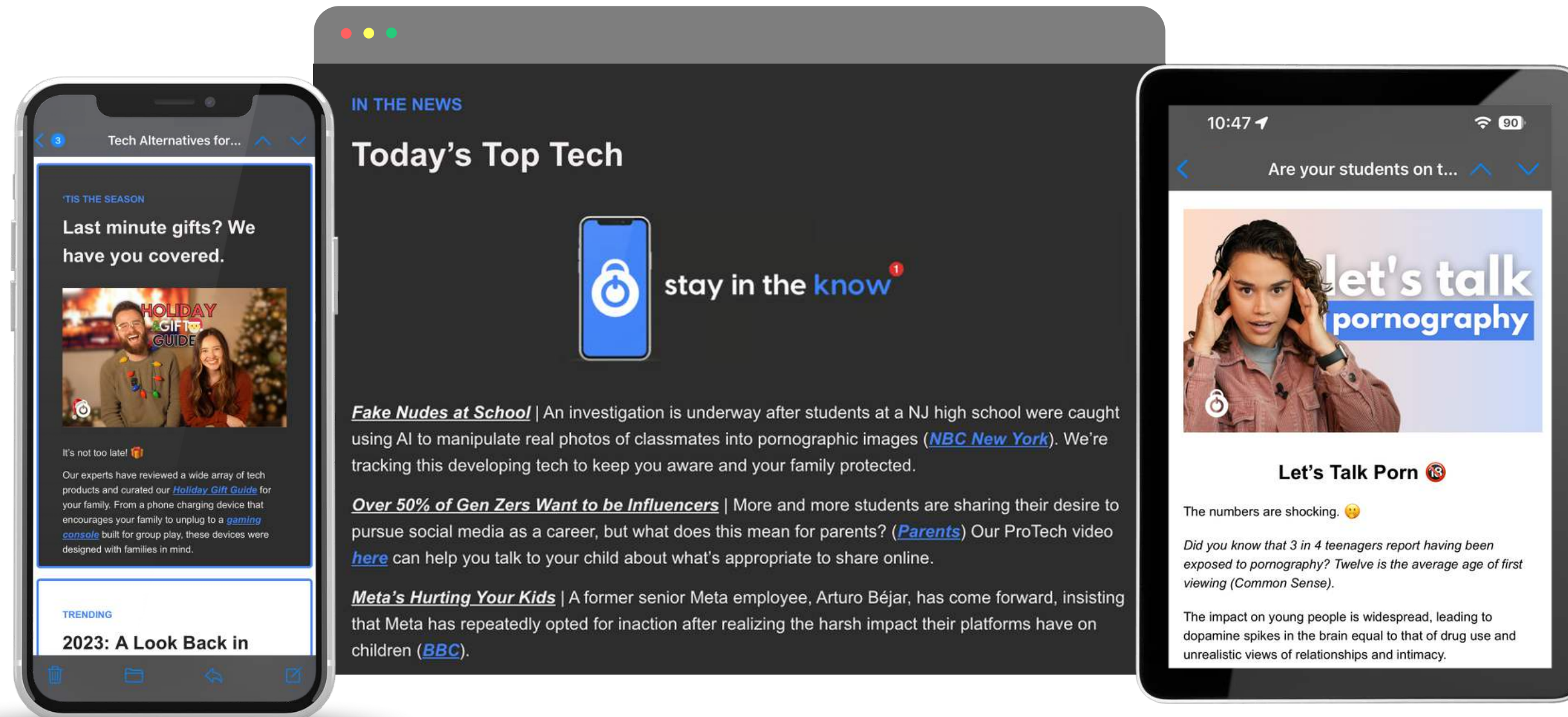families through trends and parental controls

En Español

Digital Citizenship **Mastered**

**Engaging K-12 curriculum + videos designed
to reach students where they are**

Updates **Monitored**

Alerting families and leaders of the tech updates that impact their students

Q+A?

We **want** to hear from **you.**

✉ team@parentprotech.com