MAMA
Mothers Against
Media Addiction

April 27, 2026

The Honorable Matthew D. Klein
Chair
Senate Commerce and Consumer Protection
Minnesota State Senate
2105 Minnesota Senate Building, St. Paul, MN 55155

Re: SUPPORT MEMO FOR SF 4100 – The Minnesota Digital Choice Act

Dear Chair Klein and Members of the Committee on Commerce and Consumer Protection,

Mothers Against Media Addiction (MAMA) writes in support of SF 4100 - The Minnesota Digital Choice Act - to ask you to hear and advance the bill. MAMA is a grassroots movement of parents and allies fighting back against media addiction and creating a world where real-life experiences and interactions remain at the heart of a healthy childhood.

We see firsthand through our work with MAMA Chapters across the country, **how online harms create real-world consequences. Some key examples include:**

- Today's **youth spend nearly 9 hours on screens daily** and it's not healthy or safe for their hearts and minds.
- We have an **unprecedented youth mental health crisis** that is wreaking havoc on kids and devastating families.
- Adolescents who use social media **more than 3.5 hours** a day face twice the risk of experiencing poor mental health outcomes
- Our kids' compulsion to check their phones is **inhibiting their development and displacing critical, real-world experiences** they need to properly develop socially, emotionally and academically.
- According to social media companies' own research, **children on those platforms**

are exposed to violence, hate speech, self-harm, bullying and unhealthy beauty standards.

- A growing body of evidence shows excessive screen time and unsafe platforms are causing serious harm including:
    - Increased Rates of Anxiety, depression and self-harm
    - Lowered Attention Spans: Difficulty focusing and maintaining attention
    - Sleep Disruption: Poor sleep quality and insufficient rest
    - Social-Emotional Impairment: decreased development of social and emotional skills
    - Academic Decline: Shorter attention spans, reduced motivation, and lower academic performance
    - Physical Health Problems: Sedentary lifestyle leading to obesity and other health issues
    - Addiction: Development of addictive behaviors and abnormal activation of dopamine and reward pathways.

This bill would enable all Minnesota citizens, including children, to choose platforms that serve their needs, rather than the needs of social media companies and their advertisers. It also provides consumers with the ability to protect their own data, ensuring that the *user* decides what happens with his or her own information, and that personal content (including photos, messages and followers) cannot be permanently deleted at the discretion of a platform. Finally, the Act also includes the Right to Delete, which is a critical part of protecting freedom and privacy. The Right to Delete helps curb the permanency of social media posts made by minors that would otherwise follow them throughout their adult life. It also limits a platform's ability to further monetize data if and when a user decides to leave a platform.

Minnesota has led the nation in protecting children online and this bill is a continuation of that leadership. By making it easier for families to move to platforms that prioritize healthy digital experiences, SF 4100 shifts the incentives for social media companies. Instead of competing solely on engagement metrics, platforms will have to offer safer, more age-appropriate environments to attract and retain users. This legislation ensures that the next generation of online platforms is built around user choice, privacy, and well-being,

rather than addiction and manipulation.

We cannot stand by while tech companies recklessly expose our young people to unacceptable and avoidable risks. We cannot let the Big Tech lobby swoop into Saint Paul and use the same playbook we've seen them use time and time again to deflect blame and avoid responsibility. We cannot afford to wait another day-we need Minnesota's state legislators to pass The Minnesota Digital Choice Act (SF 4100) now.

Thank you for your time and attention to this matter, and for putting Minnesota's kids ahead of tech company profits.

Yours sincerely,

Julie Scelfo
Founder and Executive Director
Mothers Against Media Addiction (MAMA)

Here are some additional resources that show the urgency in passing this bill.

- American Psychological Association - Health Advisory on Social Media Use in Adolescence
- American Academy of Pediatrics - Impact of Social Media on Youth
- Pew Research Center - Teens, Social Media & Technology 2024
- Children and Screens - Digital Media, Development, and Well-Being from Birth Through Adolescence
- Children and Screens - UK Age-Appropriate Design Code Impact Assessment
- ABC News -'Generation Swipe'
- Federal Bureau of Investigation - Parents, Caregivers, and Teachers: Protecting Your Kids
- U.S. Surgeon General - Advisory on Social Media and Youth Mental Health & Call for Social Media Warning Labels
- Harvard Chan School of Public Health - Social Media Platforms Generate Billions in Annual Ad Revenue From U.S. Youth