



SCREEN SANITY

Help us create a world where kids are captivated by life, not screens.

FROM DREAMS TO REALITY

Five years ago, Screen Sanity entered the little-known world of “digital wellness,” with big dreams for changing the way families interacted with technology. We knew the need for our work was vast and varied, and we quickly became inundated with opportunities to expand and evolve our offerings. As with any startup, we were challenged and humbled along the way. We learned that we needed to find the right product-market fit. We needed to scale our programming to reach the demand of new and larger audiences. And we needed to find partners and funders that championed our mission as passionately as we did.

In 2023, some of those big, once-unattainable dreams became reality. From broadening our audiences to securing major national partnerships to launching our much-anticipated Parent Night Kit, the highlights and achievements of this year are a testament to you and your generous support of our organization.

Five years after Screen Sanity was founded, our voice is getting louder and our impact is growing, but there is still so much work to be done when it comes to putting digital wellness at the forefront of society. We have even bigger dreams for 2024 and beyond... and **we hope you'll stay along for the ride.**

Psychologist Jean Twenge shared that side effects associated with screens affect “young people in every corner of the nation and in every type of household. The trends appear among teens, poor and rich; of every ethnic background; in cities, suburbs, and small towns.

Where there are cell towers, there are teens living their lives on their smartphone.

2023 BY THE NUMBERS

100,000

website views from 145 countries

9,000+

people experienced Screen Sanity training

4.4M

media views



WORDS OF IMPACT / PARENT NIGHT ATTENDEES

“It was awesome! If all of us sat through this hour while our kids were young, it’d be life-changing! I urge you to get your school’s PTO to host this at your school yearly. I left with a feeling of hope for future generations of parents and kids.”

Some of Screen Sanity’s most impactful experiences have been at in-person events, where caregivers gather to discuss the most pressing tech-related issues for families. However, we quickly realized we needed **a way to scale these parent events, so they could happen at any time, anywhere...**and that’s when the idea for our Parent Night Kit came into play.

The Parent Night Kit

Launching the Parent Night Kit (or, as we lovingly call it, the PNK) was more than a year in the making, and it is one of the best examples of finding our product-market fit. The all-inclusive kit features a video presentation, discussion questions, Host Guide, promotional materials and printable handouts — everything a community would need to host a meaningful evening (or morning!) about digital wellness. The PNK debuted in July and has since taken shape in communities across the U.S. — from California to North Carolina.

The Social Worker CEU Program

Last year, we piloted a continuing education program for social workers. It received rave reviews, and thanks to grant funding, we created an on-demand version of the program now certified by The National Association of Social Workers. The program provides social workers across the country with ways to help youth clients navigate challenges in the online world. And, because social workers tend to serve culturally and economically diverse client populations, the CEU program has amplified our reach in underserved communities.



70%

of social workers’ clients are below the federal poverty line

FITZHUGH MULLAN INSTITUTE
FOR HEALTH WORKFORCE EQUITY, 2020

The Pediatrician Program

Recent research shows that just a five-minute conversation between a pediatrician and a teen about social media can consequently improve the teen's digital health. And yet, less than 5% of pediatricians feel equipped to have that conversation. Thanks to local grant funding, our Kansas City Pediatrician Program will launch in 2024, with participating offices receiving in-person training sessions, parent resources and informational posters to hang in each exam room. We hope to secure additional funding to reach pediatricians in other areas of the U.S.



100,000

kids will be reached through
the Pediatrician Program
in 2024



Meaningful, synergetic partnerships are key to the success of Screen Sanity. Our team is devoted to cultivating **collaborative opportunities with companies, foundations and industry leaders** to allow for more wide-spread distribution of our content.

UScellular

One of the highlights of 2023 was appearing on **Good Morning America** to kick off our partnership with wireless company UScellular. Together, we created the Smarter Start Toolkit, a parent-child guide for embarking on the first-phone journey. We are thrilled to have a national phone partner who recognizes the importance of digital wellness and look forward to more collaborations like this in 2024.