



**SCREEN SANITY**

BRAND BOOK

**Screen Sanity dreams of a world where kids are more captivated by life than screens.** We're eager to partner with you in helping even more families thrive. Learn more about who we are, why we're here, and how our approach is transforming the conversation around digital health.

# Welcome to the movement.



## In today's digital landscape, families are faced with hundreds of choices around technology.

The stakes are high: both research and lived experience show that technology is dramatically affecting our children's collective mental and emotional health. Yet too many parents report feeling unsupported and alone on the journey.

Since 2018, Screen Sanity has been meeting the moment with compassionate and community-oriented solutions. We have served as a trusted resource for thousands of families, helping them build a better vision for digital health. We create real change for kids by equipping their strongest advocates: empowered parents and adults. We **spark** real change for kids by equipping their strongest advocates: empowered parents and adults. By **creating/designing** gatherings that are welcoming and inspiring, we teach parents to create healthy digital practices so that we can all enjoy the benefits of technology, while minimizing its harms.

Through trainings, tips, and tools, we help families raise happy, healthy kids in an increasingly digital world.

These are our most deeply-held beliefs—our ethos and posture, regardless of context or circumstance. In all things, we are dedicated to embodying these ideals and extending them to others.

# This is what we value.

# Our guiding values

## CURIOSITY

Because curiosity builds bridges and strengthens connections, we enter conversations as learners.

In a fast-paced digital world, we slow down. We listen, listen, and listen some more. We value the lived experiences of parents and children.

## HOPE

In a conversation often shaped by despair, we remain hopeful. Where people are defeated, we inspire. When people are overwhelmed, we encourage.

We value the power of small steps as a pathway to big change.

## EMPATHY

In all things, we practice empathy, knowing that it's harder than ever to be a parent, because it's harder than ever to be a kid. We lead with warmth, welcome, and winsome hospitality. We seek to create safe and judgment-free zones—places where families can honestly address challenges and seek solutions. We come alongside parents in a posture of humility, offering flexible solutions over prescriptive advice.

## COMMUNITY

In an increasingly isolated and individualistic world, we value the power of community. Knowing we are stronger together than we are alone, we value collective wisdom and shared stories.

We trust that deep connection is central to flourishing.

## QUALITY

We pursue excellence. We approach our work with equal parts professionalism and gritty determination, leveraging our energy and resources to achieve the greatest possible good.

In the face of overwhelming odds, we maximize our potential and show up as A-game players.

We hold a shared understanding about the nature of change in a digital landscape. These ideas form the foundation of our work, influencing our actions and key decisions.

# This is what we believe.

# What we believe

## Parents are powerful change agents

Parents and caregivers have an outsized influence on the children they serve, but the complexity of the digital age can leave them feeling unsure or even powerless. We believe in parents—and we know they have what it takes to lead their kids through the digital age, especially when offered better resources, support, and encouragement.

## Digital health requires more than just saying “no”

While some want to adopt “just say no” policies when it comes to technology, we believe the best solutions require nuance and flexibility. We encourage the creation of healthy norms, age-appropriate boundaries, and small changes over time. We help parents offer answers to technology that honor their family’s needs and values—not only “no,” but also “not yet,” “not now,” and a better “yes.”

## Technology affects everyone, everywhere

Although the challenges created by technology may be context-specific, the digital world affects us all both positively and negatively. Therefore, we believe digital health should be just as important as physical and mental health.

## Stepping into the arena matters

We believe in showing up. We encourage small—even imperfect!—steps. Even the tiniest positive actions can build into incremental change, and bite-sized solutions can grow into movements.

## Raising kids in the digital world is hard, but it’s even harder to do it alone

We believe real change happens in community. While the family is the core unit of change, lasting change happens when families are embedded in vibrant networks of support to sustain action. Families need other parents and organizations who are willing to link arms and work together for the good of their kids.

Screen Sanity creates change for kids by serving their strongest advocates: parents and trusted adults. We design and implement strategies to powerfully serve families, and we measure our organization's impact in the following areas.

**This is the change we hope to create.**





### Increased confidence and competence for parents and caregivers

Because the digital health of children is affected by the guidance and modeling of their parents and caregivers, we hope to see increased numbers of parents who feel equipped to host conversations and create healthy boundaries for their family around technology use.

Parents choose how their family uses technology, instead of being used by it.

### More and better conversations around digital health

We want to see growing numbers of productive, solutions-focused conversations around digital wellness. We long to facilitate conversations between parents and children, networks of parents, and communities.

Conversations are key for lasting and meaningful change.

### Expanded networks of relational support for families

Parents often tell us they feel alone in their decisions about technology. Believing there is strength in numbers, we want to see fewer parents who feel like “the only one.”

**We want more parents to find community and feel supported to take action alongside other parents and community leaders.**

### Stronger culture of digital wellness.

We aim to contribute to the broader conversation around digital health by curating and amplifying other voices doing great work. We hope more families, school districts, community organizations, and government institutions will host generative conversations around digital health. We long to see widespread change across a range of sectors and communities, knowing the goals we seek will take many people working together.

**By doing our part to equip parents and caregivers, we hope to create a stronger culture of health for all of us, ultimately leading to a world where kids are more captivated by life than screens.**

Our values, beliefs, and hopes are evidenced in the “how” of our work.  
Our contribution to digital health is best experienced through these means.

# This is our approach.



## FOCUS ON PARENTS AND TRUSTED ADULTS

Kids need healthy guides. We spark change by working through influential adults like parents, coaches, care providers, and community leaders.

We imagine ourselves as a secret weapon, resourcing parents and culture-shapers with meaningful ideas and best practices.



## CREATE SPACES OF MUTUAL LEARNING

We build connections between people who care about digital health. In our gatherings, parents and trusted adults learn from each other, find supportive models, and gain encouragement for meaningful action.

The spaces we create promote psychological safety, mutual trust, and civic discourse.



## OFFER A COMPASS, NOT A MAP

In conversations around kids and technology, some might prefer turn-by-turn directions—a map leading to a known destination. But the challenges of the digital world are constantly changing, so parents and leaders need flexible, adaptive solutions. By offering foundational principles and frameworks, we empower parents to create a workable plan for their family's digital health, which can guide them through unknown, shifting terrain.



## PROMOTE ACTION OVER PERFECTION

In an overwhelming digital landscape, we encourage parents and leaders to take small, accessible steps.

We encourage action, not perfection. Grace, not guilt. Connection, not control.



## INSPIRE RATHER THAN PRESCRIBE

We encourage parents and communities to envision and enact real change by exercising their personal creativity, agency, and imagination.

We inspire and guide, rather than prescribing a set plan.



## LEVERAGE THE POWER OF STORYTELLING

Stories engage our hearts and minds, allowing us to imagine a better collective future.

We use storytelling to build empathy and understanding, creating environments in which people can imagine what could be.

Screen Sanity focuses on key initiatives and programs to create significant impact for parents and families. Our efforts have reached millions of people, expanding across the globe and contributing to the broader digital health movement.

# This is what we do.



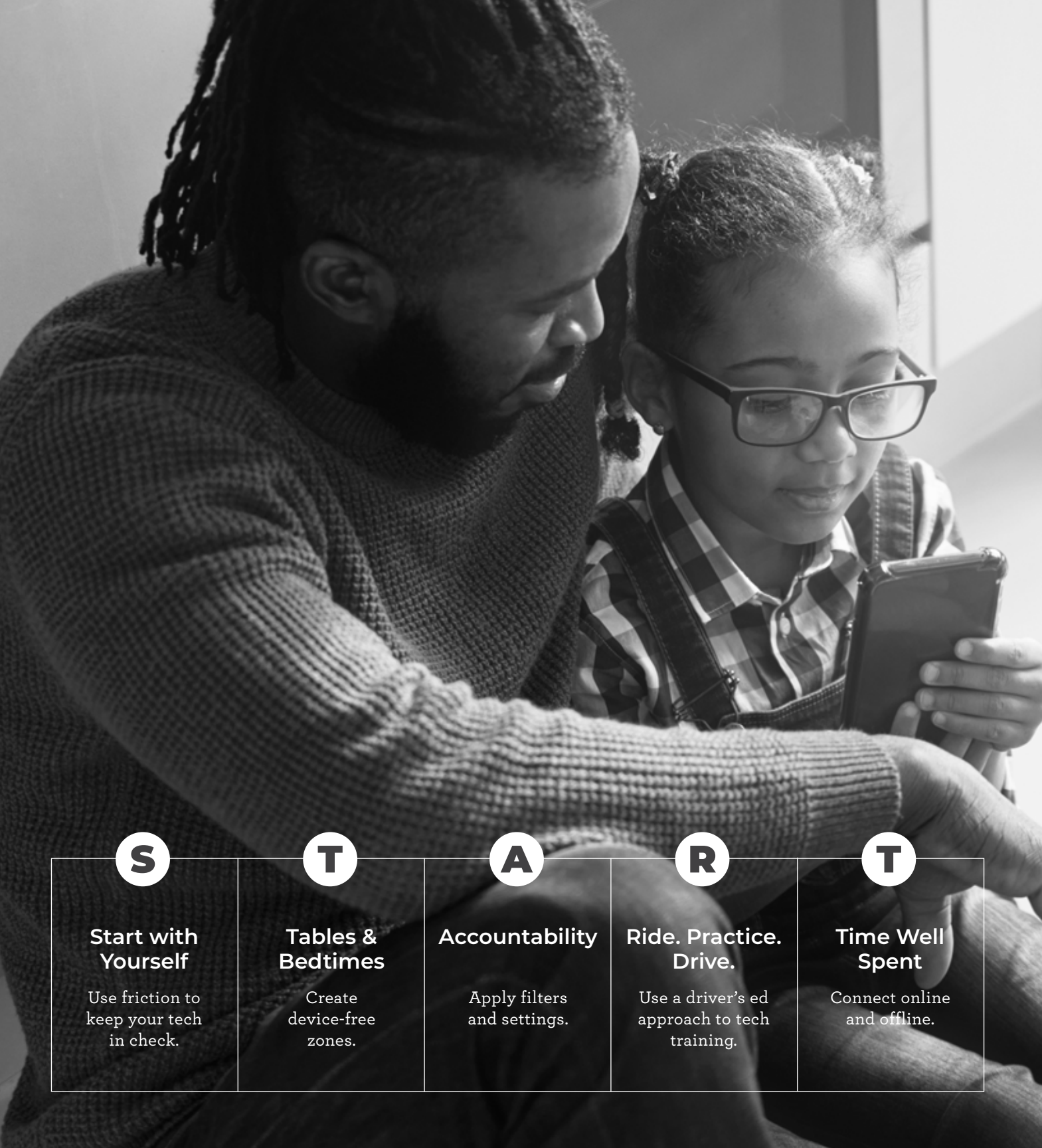
## We convene.

We bring together parents, caregivers, and community leaders who care about kids' digital health. Through live and virtual training programs, community conversations, and global partnerships, we gather existing communities into networks of shared support.

# We equip.

Using our signature START framework, we create and curate original content to inspire parents and guide them through the process of building a healthy digital environment. Although we expand awareness about the challenges of technology, the core of our work involves offering practical solutions through trainings, tips, and tools.

We equip parents with resources to develop intentional digital habits, helping them maximize the benefits of technology, while minimizing its harmful effects.



<p><b>S</b></p> <p><b>Start with Yourself</b></p> <p>Use friction to keep your tech in check.</p>	<p><b>T</b></p> <p><b>Tables &amp; Bedtimes</b></p> <p>Create device-free zones.</p>	<p><b>A</b></p> <p><b>Accountability</b></p> <p>Apply filters and settings.</p>	<p><b>R</b></p> <p><b>Ride. Practice. Drive.</b></p> <p>Use a driver's ed approach to tech training.</p>	<p><b>T</b></p> <p><b>Time Well Spent</b></p> <p>Connect online and offline.</p>
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## We mobilize.

We mobilize parents and communities to take action. We multiply our efforts by training key leaders to share our programs in communities around the globe. We build and sustain vibrant partnerships with organizations who magnify our message through resource distribution, workshops, and broad cultural influence.



We all have a role to play in the digital health movement.

We have big dreams for continuing to serve families, but our vision depends on generous contributions of time, passion, and resources. Your gifts and influence matter! We'd love to partner with you in making our mission a reality.

**Together, we can create a world  
where kids are more captivated  
by life than screens.**