NoSo

An Immersive Youth-Led Social Media Program

Drafted By: Team NoSo

WHO IS NOSO?

We are a by-youth-for-youth mental health nonprofit organization

MISSION

To spread awareness about the addictive model utilized by popular social media apps that is fueling the mental health crisis

VISION

We want everyone to have the tools and practices necessary to build a happy, healthy life, free of tech addiction

Our Values

Empowerment

Passion

Authenticity

Community

Our Leadership
Maddie Freeman, 22, is the visionary founder of NoSo November, with a strong dedication to this cause that comes from a deeply personal connection.

Our Story
Maddie's own mental health journey became the starting point of NoSo. The personal losses in her life inspired her to pioneer more effective mental health resources for schools.

Our Present and Future
Our offering has evolved into a highly interactive, immersive program for students to engage in throughout the semester. We hope to change the lives of students and become a household name in US public schools.

NOSO EDUCATION

OUR SERVICE OFFERINGS

MODELS

Free Model:
- 3-4 short form educational videos and films as well as simple detox information.
- Discussion packet containing questions for teachers to ask students after the films to engage them and spark a conversation.
- Supportive emails sharing ways to get involved, ideas of things to do when they are bored, and informative information surrounding mental health

Premium Package:
- A short educational digital wellness course
- In-school morning announcements- packet of sample daily facts/daily check in prompts
- Informational posters about the dangers of social media's addictive features and ways to get involved at schools
- Guest speaking- Schools will bring out our highly-trained guest speakers to further engage and educate students.
- In person event planning guides- to be hosted by schools and community partners for participants. These events include meditation circles, yoga classes, and group hikes/alternative therapies.
- A sample daily checklist provided to participating students. Daily challenge for students to engage with (a new coping mechanism to use instead of social media).

EVIDENCE

We use survey and Screen Time data to determine the effectiveness of our educational program.
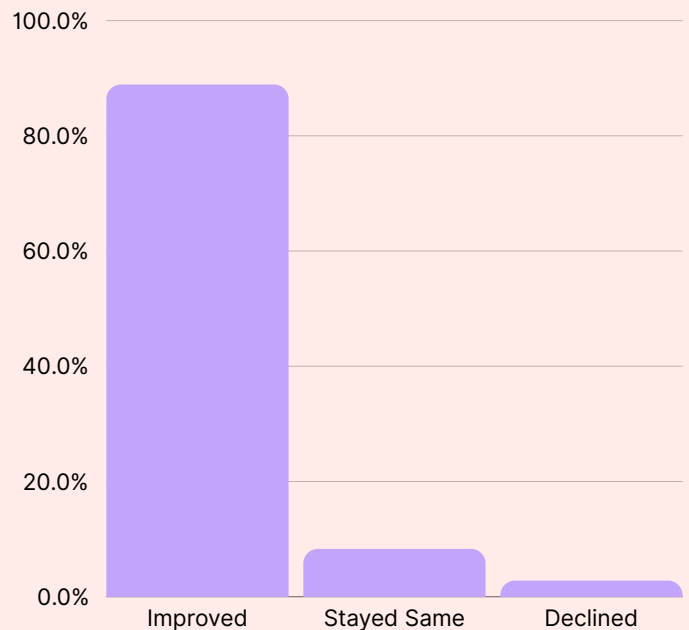
30+ SCHOOLS HAVE TESTED NOSO

"Your program was a game changer for our students. One student is completely off social media and has purchased a basic flip phone"
-Dartmouth Admin

MENTAL HEALTH 2022 SURVEY DATA:

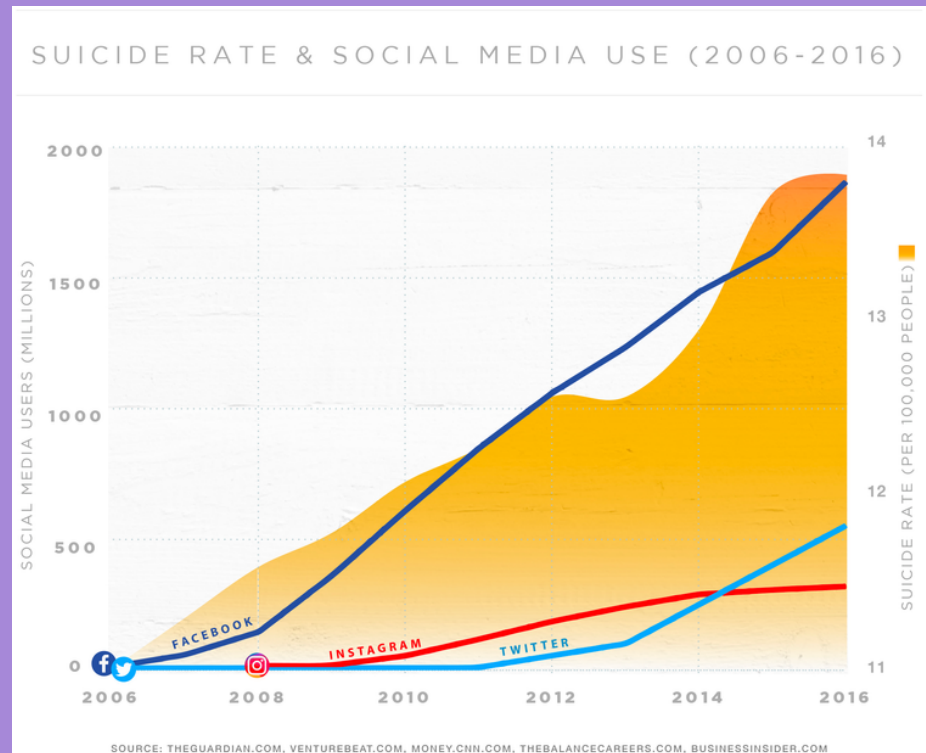Question: How did this challenge impact your mental health?

94.4%

Of students said they would participate in a detox again next year.

WHY IS THIS IMPORTANT?

Time and time again, there is research and evidence proving social media's negative impact on youth mental health. Adolescent suicide rates have steadily increased since social media became prevalent. Schools don't offer enough education or promote initiatives surrounding social media and wellbeing.

SUICIDE RATE & SOCIAL MEDIA USE (2006-2016)

SOURCE: THEGUARDIAN.COM, VENTUREBEAT.COM, MONEY.CNN.COM, THEBALANCECAREERS.COM, BUSINESSINSIDER.COM

THE STUDIES: SOCIAL MEDIA'S IMPACT ON STUDENTS

A longitudinal study of several thousand adolescents indicated that their level of social media usage was a significant predictor of their depression levels over the course of 4 years. For every increased hour spent using social media, teens show a 2% increase in depressive symptoms
PEER-REVIEWED · Boers, E., Afzali, M. H., Newton, N., & Conrod, P., 2019. JAMA Pediatrics ↗

After nearly two decades in decline, high depressive symptoms for 13-18 year old teen girls rose by 65% between 2010-2017
PEER-REVIEWED · Twenge, J. M., Joiner, T. E., Rogers, M. L., & Martin, G. N., 2018. Clinical Psychological Science ↗

1 month away from Facebook leads to a significant improvement in emotional well-being. In an experimental study of over 1,600 American adults (who normally used Facebook for up to an hour each day), deactivating Facebook accounts led to a significant increase in emotional well-being (including a reduction in loneliness and an increase in happiness), as well as a significant reduction in political polarization.

PEER-REVIEWED · Allcott, H., Braghier, L., Eichmeyer, S., & Gentzkow, M., 2020. American Economic Review ↗

INTEGRATION

Steps to integrate NoSo into your school

1 INTRODUCTION TO NOSO

We will visit your school and prepare an introductory speaker experience for both students and staff to chat about our program and tell our story.

2 EXECUTION

Each school who uses our program must have a supporting student group/club/organization to promote and create buzz about our initiative. NoSo is best led by youth, so we'll have a roundtable meeting with the student leadership group who's in charge of leading NoSo on campus to discuss implementation and select program aspects. We will supply posters to promote ways to get involved at school and NoSo sponsored events hosted for the school's participants. Additionally, schools have the option to co-lead a workshop with us to provide educational resources to teach about addictive design.

3 BEGIN SEMESTER LONG PROGRAM

We will provide a sample daily checklist to participating students. This creates a daily challenge for students to engage with a new coping mechanism to use instead of social media. Supporting student groups will deliver morning announcements one day per week leading up to the first detox event. Then, post-detox, we will revisit the school to discuss outcomes with students and staff to measure impact.

FINANCIAL INFORMATION

Costs for programming are outlined below.

COST FOR SCHOOLS WILL VARY DEPENDING ON:

- BUDGET
- FUNDING WE RECIEVE
- PROGRAM ELEMENTS SELECTED (EXTRA FOR WORKSHOPS)
- TRAVEL COSTS
- NUMBER OF GUEST SPEAKING ENGAGEMENTS
- MERCHANDISE ADD ONS

*WE ARE CURRENTLY FUNDRAISING TO PAY FOR SCHOOL PROGRAMMING. TO PROVIDE SOME SCHOOLS WITH FREE PROGRAM IMPLEMENTATION. COSTS PER SCHOOL GENERALLY START AT $1,000 TO INCLUDE GUEST SPEAKERS.