

# ***NoSo November***

## ***Brief for Schools***

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**NoSo November's mission is to spread awareness about the manipulative attention-for-profit business model utilized by popular social media apps that is fueling the mental health crisis, addiction, and eating disorders. We empower young people to delete or limit their use from social media apps for a month-long detox in order to develop healthy coping mechanisms and form a healthier tech/life balance afterwards.**

**Your school can make a difference!**  
**Here's how:**



# How does this work?

To implement NoSo November at your school, we will plan a date and time during an advisory, free period, or assembly and show our 15 minute educational short film to students: <https://youtu.be/i8nVLTdKudw>

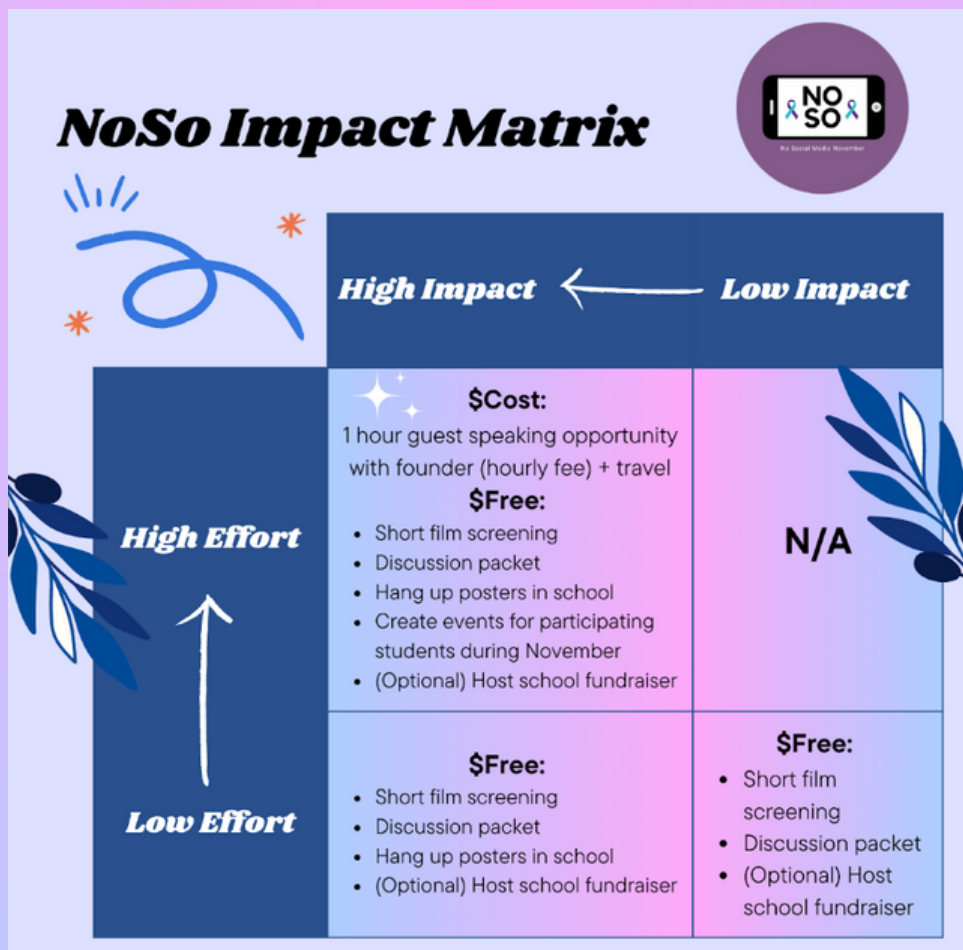
There is a discussion guide available if teachers want to engage students after viewing the film

After showing the film, teachers and staff, as well as the student government/clubs, should encourage their peers and students to sign up for the 1 month detox challenge on our website/or on an in class sign up sheet to pledge to log off all social media for the month.

We encourage schools to talk about social media and the detox during morning announcements, hanging up posters around the school, and creating “phone-free” events for participating students.

## Let's Talk Prices

We offer multiple options that cater to many schools' budgets. Here is how those funds will be allocated and what difference it will make in your school:



# What is NoSo?

NoSo is a free educational tool for middle/high schools with the aim to educate students on the harms of social media and how it can lead to declining mental health, tech addiction, and other issues. Today's youth needs to be aware of these impacts, and provided with tools to help combat them. NoSo provides long-term solutions to these problems in our educational challenge video that is shown during class or advisory periods. These apps are designed to manipulate us into spending all of our precious time on them, and this heavy usage has been shown to be heavily correlated with the steady increase in suicide rates. After educating students on these issues, NoSo provides viewers with a challenge with two levels of participation to log off of all social media for the month of November along with helpful tips to prioritize using social media in a healthier way. This challenge has been proven to be very successful in decreasing screen time and encouraging a healthier tech/life balance along with drastically improved mental health. Our video features the creator, Maddie Freeman, a recent high schools graduate who experienced alarming suicide rates at her high school and the director of The Social Dilemma, Jeff Orlowski, who goes in depth about the issues these apps can create for our society.

## How can NoSo help students?

- Decreased phone usage
- Improved mental health
- More time available to be spent on other activities
- Healthier, more authentic relationships with people around them
- Improved focus on school, sports, work etc.
- Even if they don't participate in the challenge, they will be more knowledgeable about issues
- Drives activism in the community
- Schools will be prioritizing mental health- students will be very appreciative & feel heard
- Students will be more mindful on an individual level how their tech use impacts their lives and the world around them
- Fosters a kind, loving, more communicative school environment
- Creates life-long healthier habit changes
- Drives creativity and healthy routine building
- Teaches healthy coping mechanisms instead of substance abuse
- Kids can form non-social media groups used to encourage each other and stay connected in alternative ways.

# How Does NoSo Work?

It's very simple.

- Once your school is onboard, we will plan a screening of the short NoSo video (around 15 minutes long). We will plan a date in mid-to-late October for your school to integrate the video into a curriculum, a certain class, an assembly, or an advisory/free period for students to view it. The video contains the whole package- the education, the challenge, and the website link.
- There will be a free downloadable discussion prompt page for teachers to utilize if they would like to lead a short discussion after the video to debrief and gauge involvement from students.
- Schools will have options on the level of involvement they would like with the founder. Guest speaking opportunities are an optional way to get a more personal touch for a small fee.
- Schools can receive the video and take it all from there, or can be highly interactive with the founder in utilizing these add-on tools (posters, morning announcements, events) to make NoSo the superstar of your school.

## Why should your school invest time in digital wellness education?

Social Media is causing many issues in our society, and simultaneously mental health issues are increasing among our youth. Education on these issues and taking action are two things that could significantly improve these problems. This is a problem that schools have a lot of influence over, and NoSo is a great solution. Here is some fact checked data relating to social media usage and mental health issues:

### **Mental Health and Social Media Related Findings and Statistics:**

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](#) ↗



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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 ↗](#)

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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 ↗](#)

## Who is in NoSo's Short Film?

The reason this campaign exists is because of first hand experience with these issues. This is something created by youth, for youth, which makes it much more impactful to teens. Alongside the youth perspective is a knowledgeable adult with real world data to share and teach students from a professional standpoint, from a movie students may already have seen.

### **Maddie Freeman – Creator of NoSo, Student**

- Brings first hand experience to the table
- Created campaign as a teenager– truly understands issues and is very relatable to youth
- Well versed in topic of mental health issues

### **Jeff Orlowsky –Director of award winning Netflix film The Social Dilemma (Maddie interviews Jeff for his insider perspective on these issues)**

- One of the most highly educated scholars on the issues being discussed
- Provides thought provoking information and factual data to back up claims
- Credible resource and well versed in topic

## **\*IMPORTANT NOTE\***

This is a free product for schools to utilize but relies on the generosity of it's donors to spread the word and get NoSo into more schools. Donations are greatly appreciated and are accessible from the NoSoNovember.org website.

**Donate** at [NoSoNovember.org/donate](https://NoSoNovember.org/donate)