



## IMPACT REPORT

# NoSo November

### Educating youth on harmful, addictive algorithms & its impact on mental health

#### A message from our founder, Maddie Freeman:

This year has been exciting as we've invested a lot of time into shaping the future of NoSo as well as looking into how we can help support teens in high schools further. Our core offering has always been, and continues to be, a customizable month-long social media detox. As we look forward, we are creating new, accessible solutions for everyone. Our goal is to re-shape young people's relationship with social media in a healthier way that **works for them, through education and immersive experiences.**

### Impact Snapshot

**25** Schools participating this year

**15** Guest speaking/media opportunities to share NoSo to new crowds

**6** Grants won

**10000+** Students introduced to the detox

**5** Teen focus groups

**88.9%** of students said their mental health improved post-detox

# Youth Testimonials

*“I finally feel like myself again. This year has been really tough for me. Every month was like one slap to the face after another. But this month I have felt very at peace, and I attribute that largely to my absence from social media. I’m gonna stay off social media for the foreseeable future”*

01 *“The NoSo experience this year has been game-changing. I feel absolutely rejuvenated and mentally clear. I'm getting better sleep, and overall feel happier and more productive”*

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*-Charles, 1st time detoxing*

02 *“Even after the month was over, I’ve continued to keep notifications off and I don’t desire to sit and scroll! I will definitely be participating in NOSO for years to come!”*

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*-Suicide Loss Survivor*

03 *“NoSo November changed my life and I will always be so grateful to Maddie for starting it!!”*

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*-Clara Pierce, 3rd time detoxing*

04 *“I felt more disconnect from artificial Snapchat conversations and more immersed in real life ones. I made more friends because I talk to people in my college classes instead of scrolling on my phone. I also started reading, started a garden, my studying improved, and am overall more satisfied with my level of productivity. Now that I’m back on social media, my use is way less than it used to be.”*

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*-2022 Participant*

# Youth Impact

This year, we honed in on collecting data and trying to understand how our program effects teens emotional wellbeing, levels of loneliness, screen time, and the results are pretty astounding.

On average, from October to December, detoxer's screen time decreased by a whopping 39%. This is the difference between spending 8hr/day on your phone vs 5hr/day.

Overall, participants in the month-long detox saw improved: social lives, habit formation, overall mental health, and a tech/life balance.



*December 2023's results compared to Early October*



## 2023 Projects

### Large Campaign Launch

We launched an informational campaign to spark a conversation and continue building our movement of logging off for November

### First Large In-person event

NoSo Hosted our first big event- a 5k walk/run fundraiser to spread awareness around digital wellness & our program

## Outcome

- 10+ Digital Wellness Orgs shared and supported our post.
- Received direct support from Psychologist Jonathan Haidt- he posted our curated video and it got 50,000+ views.
- 200+ runners participated
- 9 Incredible Sponsors
- Over \$6,000 raised

### Our 5k Sponsors:



American Foundation for Suicide Prevention



# THANK YOU TO OUR FISCAL SPONSOR, AND THE NOSO TEAM AT CU

We couldn't have done it without your support.



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