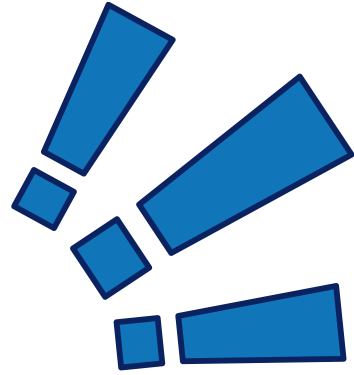


IT'S HAPPENING

Over the past 18 months there is growing awareness of the problems smartphones and social media are having on our health and well-being. There is a mental health and addiction crisis, especially amongst adolescents, and people are finally talking about it. For us parents, this is a personal issue that demands urgency and is too important to wait for regulatory change or voluntary corporate goodwill.



Smart Families affirms the common sense that most parents feel in their hearts and it's our goal to unite communities behind some obvious technology norms. This year we have 48 schools signed up to be Smart Families schools and there is overwhelming demand from 100s more that we wish we could support. We will be working directly with parents and staff to create communities that value and protect the human dignity of every child. Thank you for allowing us to be a part of your school community. We feel blessed to be able to share this program with you and your family.

THE GRAND EXPERIMENT

We have to start with the fact that we humans have a basic architecture that is 100,000 years old and isn't changing in any meaningful way. Smart Families will be providing education on neuroscience and psychology as part of our program but the simple fact is that modern data science and the proliferation of the internet has allowed us to create an unsupervised grand experiment on human behavior.



Technology is being optimized in ways that are inherently detrimental to our human condition, like the amount of time spent staring at a screen. Our stagnant biology is not a hard puzzle to crack.

Like all addictive substances, we want it. And our kids want it. We must decide if we want our children to live an authentic human existence or experience connection filtered through the disordered, self-indulgent, vice ridden medium of a smartphone.

COMMUNITY NORMS

Schools are one of the last bastions for communities on a human scale. Each school has its own norms or agreed upon behaviors that are acceptable. When the facts change or the outcomes don't align with your values, a school community is small and personal enough to adapt. When it comes to technology, parents need to take a collective deep breath, look at the research, work together and make informed decisions. One family cannot do this alone. We know that these are probably not the norms at your school now, but it's time for that to change:

Prioritize your family and your values

Your school should reflect your values. Core values like avoiding temptation, humility, self-sacrifice, and acknowledging evil are less mainstream than in generations past and must be fought for.

Delay smartphones until high school

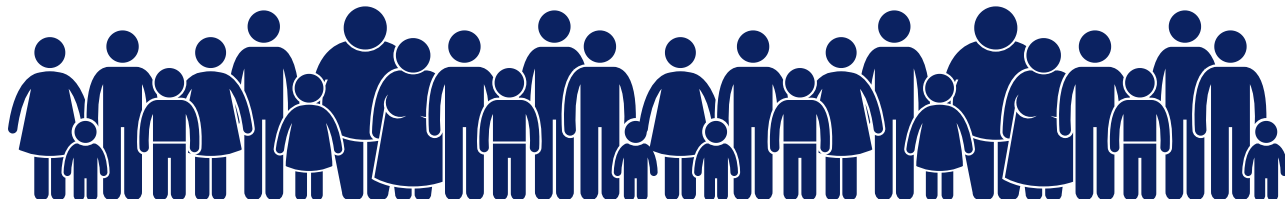
We know the neuroscience behind technology platforms and the negative outcomes associated with usage: smartphones are engineered to be addictive, they increase anxiety and depression, and they expose children to pornography and other vices. Children's lives will be better when they are not living through the disordered medium of a smartphone.

Delay social media until 16

The evidence is overwhelming that early social media adoption is not only correlated with poor mental health and addiction but is actually causing it.

No phones used in schools

Families should strive to keep schools free of distractions and notifications. A place where our children can have an authentic human experience where they grow not only intellectually but socially and emotionally.



TAKE THE PLEDGE

Letting parents know you have signed the pledge helps give others the courage to join and helps us all change the cultural norms of your school. Smart Families will **never publicly share your name or information.**

To take the Smart Pledge, visit www.Smart-Families.org/Smart-Pledge

THE SMART PLEDGE

My family pledges to delay giving our child(ren) a smartphone until high school.

Parents First Name

Parents Last Name

Email Address



Sign the Pledge



Take the Smart Pledge

A letter from our founder

I can't pinpoint the exact moment Brian and I made the decision that we would not be giving our children smartphones until they were older, but it has been a priority of ours. As the mom who always has a parenting book on her nightstand, I've long been aware of the problems associated with smartphones, excessive screen time, and online media. My goal has always been to protect our children's innocence and childhood, while Brian's primary concern has been the addictive nature of smartphones.

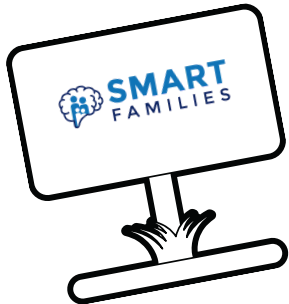
Occasionally, our children would ask when they would get their own smartphones, and we would joke that it would be a gift for their college graduation. However, as our oldest approached third grade, the question became more pressing. We noticed that many kids at our school had smartphones by middle school, and some neighborhood friends were getting them as early as fourth grade. While discussing this with other parents, it became clear that while we all shared concerns about young children having smartphones, the decision to delay was not commonly followed through. We often heard friends express frustration with smartphone-related issues, only to resign themselves to the prevailing norm.

While we were determined to change the status quo, we were initially apprehensive about presenting our idea to our school administration and families. We weren't sure what the reception would be and if we would be laughed out of the room, but we were blown away by the positive response! Overwhelmingly, families agreed and loved the support of knowing their children would not be the only students without smartphones.

We realized more families and schools would benefit from a smartphone pledge, community leadership and education on neuroscience and physiology associated with how we interact with smartphones and other devices. From this grassroots initiative at our local school, we have founded Smart Families, a nonprofit organization, with the mission to empower families to build communities that engage with technology in a healthy, intentional way that is respectful of our innate human dignity.

Jennifer Kuzma

THE SMART FAMILIES PROGRAM



- Regular newsletters
- Monthly webinars
- Family workshops
- School based speaker events for parents
- Student presentations
- Dedicated Lead Parents coordinating the campaign on campus



UNIFIED COMMUNITY

We help schools and families create a unified community with consistent expectations to make lives easier for parents and children.

LEADERSHIP

We provide the professional leadership to execute on a proven plan that has worked at other schools. We work with busy parents and staff at schools, but we have the time and subject matter expertise it takes to challenge the status quo.

AFFIRMATION

We affirm what parents already know in their heart, that smartphones are bad for our children and parents have a moral obligation to protect their children from these dangers and addictions.

I hope to delay this with my girls as long as possible, but I can already see the peer pressure creeping in. I'm glad that so many parents at our school are committed to this.

Smart Families Parent