

A Thriving Generation

Moving Gig Harbor and Key Peninsula Kids from a Phone-Based Childhood to a Play-Based Childhood.

Mission: Our mission is to empower the next generation to rediscover the joy of active play, creativity, and real-world connections by reducing excessive screen time and encouraging meaningful face-to-face relationships. We are not anti-phone or anti-social media; we advocate for developmentally appropriate, moderated, safe, healthy use of phones and social media.

Define the Problem: Haidt describes it as a tragedy in two acts. The first act was locking down kids to prevent them from harm, starting in the 90's, and then he outlines alarming statistics about the adverse impacts on teen mental health from the "second act" since the beginning of the switch to a phone-based childhood (2010-2013).

Theory of Action: Haidt makes a very well developed case in the book for collective action, as opposed to individual action. As a child or as parents, acting alone can be difficult. Collectively, if a community can pull together, it is possible, and there are examples.

Who: We have a Thriving Generation Guiding Team which consists of community members from over 25 different GH/KP groups; educational leaders, students, parents, youth support agencies like the YMCA, community faith leaders, community service group leaders, community business leaders, local therapists and physicians, and others.

When: Two big events upcoming

1. **The Thriving Generation Campaign launches on October 10, 2025 - World Mental Health Day.**
 - a. The launch event will occur at Gateway Park after school on Friday the 10th from 4-7PM
2. **Community-wide phone free weekend challenge: Nov 7-9**
 - a. Two levels: two raffle tickets for those who commit to full phone free; one raffle ticket for those who commit to using their phone for utility purposes only

What: To reach our mission, these are some of the events we are working on:

- **Website:** Develop and maintain a website peninsulathrivegeneration.org that includes a newsletter, event updates, resources for parents, etc.
- **Neighborhood contests/incentives** (e.g. phone free weekends, social media detox challenges, etc), beginning with the kickoff on October 10
- **Big push on parent education** through the website, social media, parent nights, and other events
- **Key milestone goals:** Swing the norm for grades 4-8 from current (kids have a smartphone) to the norm where they do not (but might have an alternative phone without internet access). For HS, foster student led campaigns on responsible, healthy use of social media

