Meeting of the North Carolina Child Fatality Task Force

December 13, 2023

Today's Agenda

(posted on website & sent out in advance of meeting; proposed committee recommendations are on p. 2 of agenda)

- **Intentional Death Prevention Committee recommendations:**

  - Addressing addictive social media

  - More school support professionals

- **Unintentional Death Prevention Committee recommendation:**

  Support for NC S.A.F.E

- **Dr. Laura Gerald, Kate B. Reynolds Charitable Trust**

- **Perinatal Health Committee Recommendation:**

  Admin. efforts for more info on PFLI

Approval of Minutes

Minutes from last meeting on 9-21-23 have been posted on the CFTF website, the minutes have been sent out and the link to the minutes is also on your agenda.

Intentional Death Prevention Committee Recommendations

- Endorse legislation that addresses **addictive algorithms in social media** that harm children.

- Support **recurring funds to increase the numbers of school nurses, social workers, counselors and psychologists** to support the physical and mental health of students and to move North Carolina toward achieving nationally recommended ratios for these professional positions in schools.

Social media and youth mental health

- National & NC organizations have been looking at and/or taking action on this, for example:

  - [U.S. Surgeon General's Advisory on Social Media and Youth Mental Health](#)

  - [American Academy of Pediatrics has policy priorities focused on online protections for youth](#)

  - Bill was filed in NC in 2023 to address addictive social media algorithms, did not advance but had a lot of bipartisan support

Social Media and Adolescent Mental Health

Eva Telzer, Ph.D and Mitch Prinstein, PhD ABPP

University of North Carolina at Chapel Hill, Department of Psychology and Neuroscience
Winston National Center on Technology Use, Brain, and Psychological Development

December 2023

Social media use has changed the landscape of adolescent development

Unique features of online peer experiences

Asynchronicity	Permanence	Publicness	Availability
Cue absence	Quantifiability	Visualness	Algorithmic

Nesi, Choukas-Bradley, & Prinstein, 2018

78% of 13-17-year-olds report checking their devices hourly and 46% check almost constantly

(compared to 24% in 2018)

The Adolescent Brain

Adolescent vulnerability to mental health disorders

Paus, Keshavan & Giedd (2008). *Nature Reviews Neuroscience*

What do we know about the role of social media on adolescent development?

Key Assumptions

- Social media is not a homogeneous experience
- Social media = content + platform functions (e.g., likes) + AI
- Adolescent development is gradual and continuous
- Racism and bias are built into platforms themselves
- Causal data are largely unavailable
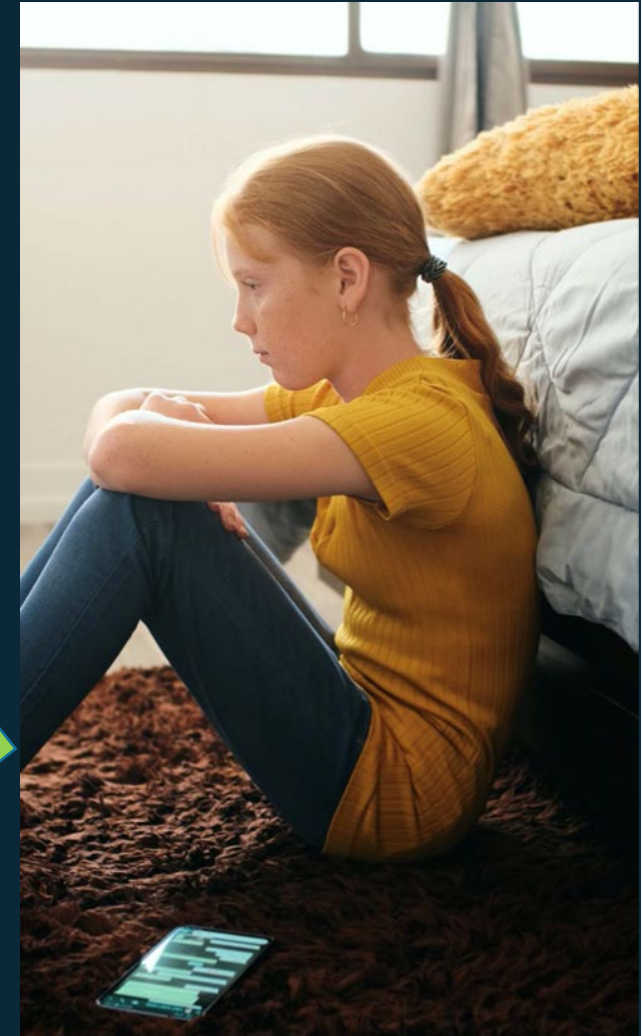- More complex than you have heard so far

A complex relationship

Mood/symptoms affect what teens do online

Tech provides soothing/coping

Tech can help (anxious) teens develop skills

Tech may take teens away from adaptive social/learning experiences (e.g., phubbing)

Flannery, Maza, Kilic, & Telzer, 2023

Under **which conditions**, and for **which children** may specific social media **features or content** be *helpful* or *harmful* to youth development?

What questions are we asking….

1. What are the <u>potential benefits</u> of technology use?
2. What <u>types of technology use</u> may increase or decrease mental health risk?
3. Who may be <u>most susceptible</u> to potentially negative effects of tech/social media on mental health?
4. How might tech/social media content <u>promote adaptive or maladaptive behavior</u>?
5. Are teens more <u>influenced by peers</u> online?
6. Does digital media cause youth <u>stress</u>?
7. Does social media impact <u>physical health</u>?
8. What is <u>"problematic" technology use</u>?
9. Is technology use related to <u>brain development</u>?

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7. Does social media impact physical health?
8. What is "problematic" technology use?
9. Is technology use related to brain development?

1) Positive Attributes

- Affinity/identity communities
- Potential for immediate social support
- Online only friends buffer effects of stress on suicidal behavior
- Greater diversity among peer contacts
- Civic engagement and activism

7) Interferes with Sleep

- 60% of adolescents report viewing screens before bedtime

- Nighttime smartphone use associated with poorer sleep health
  - later sleep onset
  - shorter sleep duration
  - more frequent and longer wake events

- Poor sleep linked to
  - obesity
  - depression
  - risky behaviors
  - poor school performance
  - altered brain development
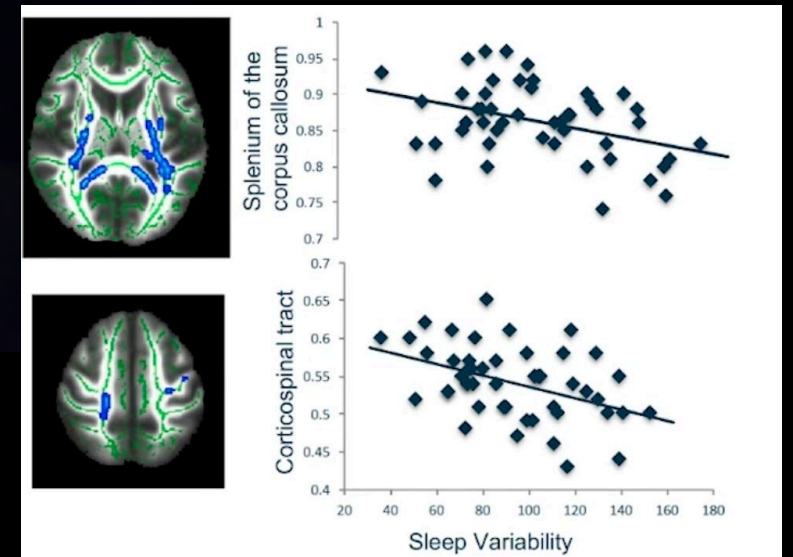
8) Problematic Social Media Behaviors

- Do you ever feel like you spend more time on social media than you intended?

- Have you ever tried to spend time away from social media, but couldn't do it?

- Do you ever expend extra effort to make sure you will continue to have access to social media at times when you otherwise may not be able to use it?

- Do you ever have a craving or strong desire to use social media?

- Does social media use ever get in the way of things you are supposed to be doing (e.g., sleep, exercise, schoolwork)?

- Do you ever use social media even after you realized that it was getting in the way of what you thought was best for you?

- Have you ever been away from social media and felt like you were missing it too much to engage in normal day to day activities?

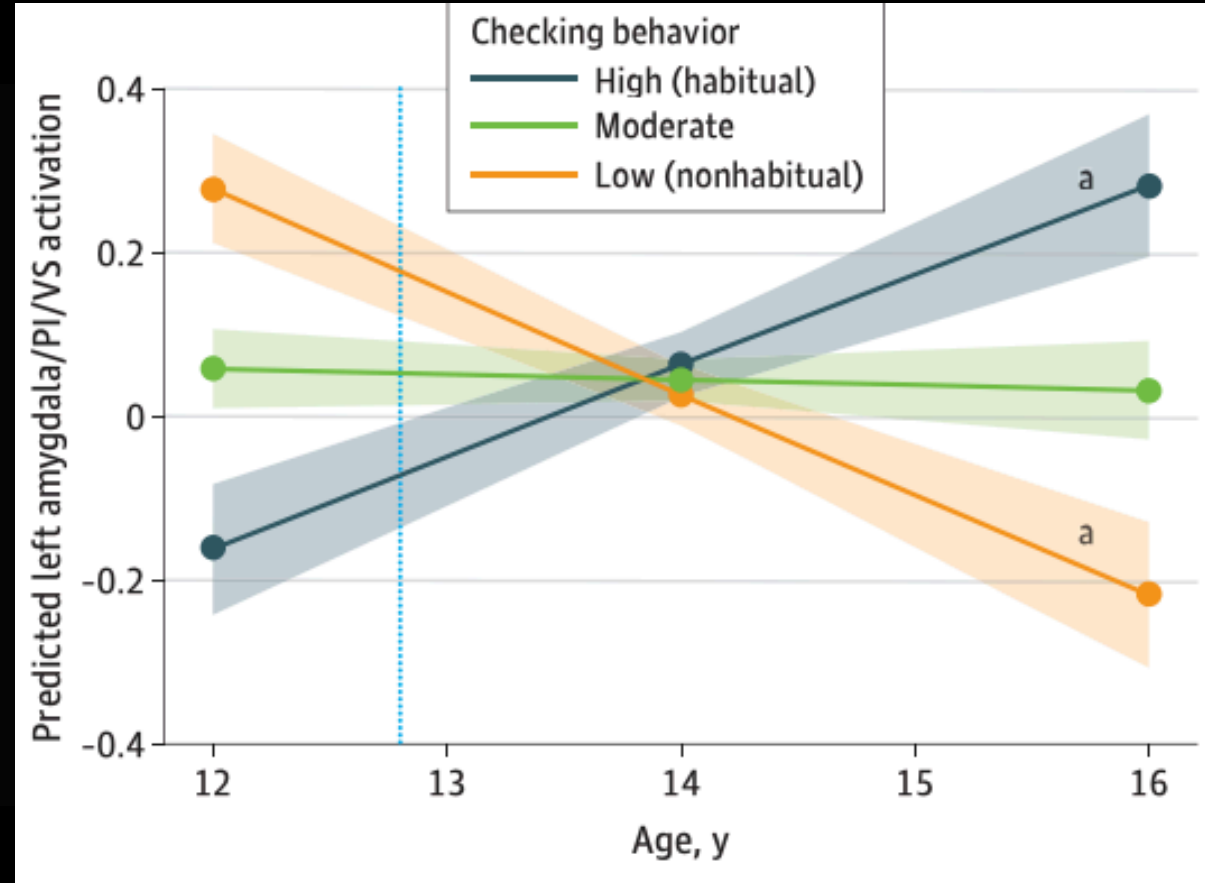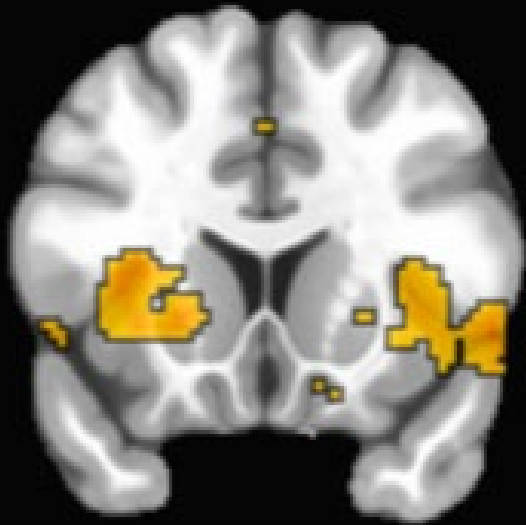- Do you think you may be addicted to social media?
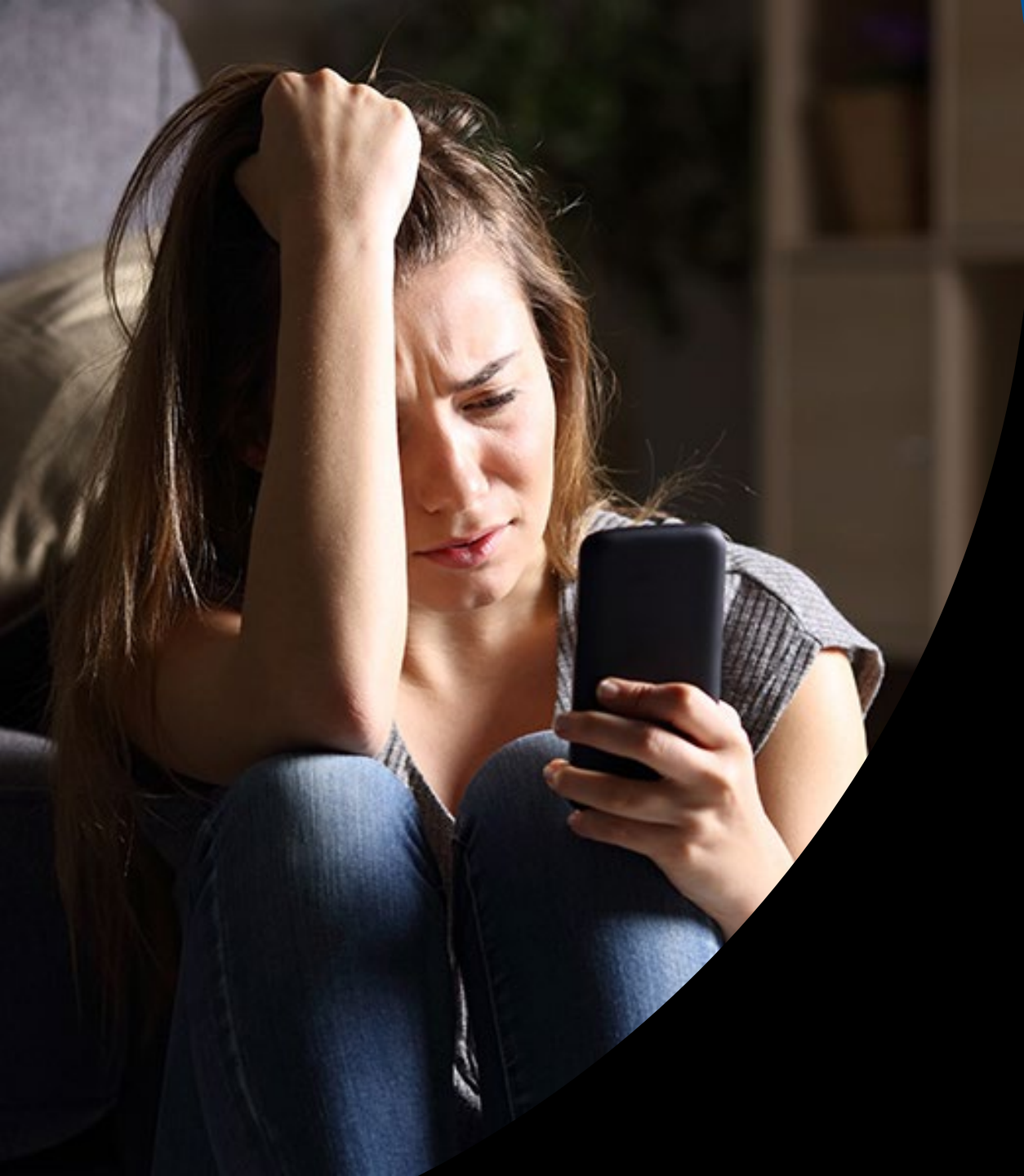
Results

- Nearly all adolescents report spending more time on social media than they intended

- Half of adolescents report that being away from social media results in experiencing difficulties in engaging with daily life activities

- One-quarter perceive that they are "moderately" or "severely" addicted to social media

9) Social Media and Brain Development
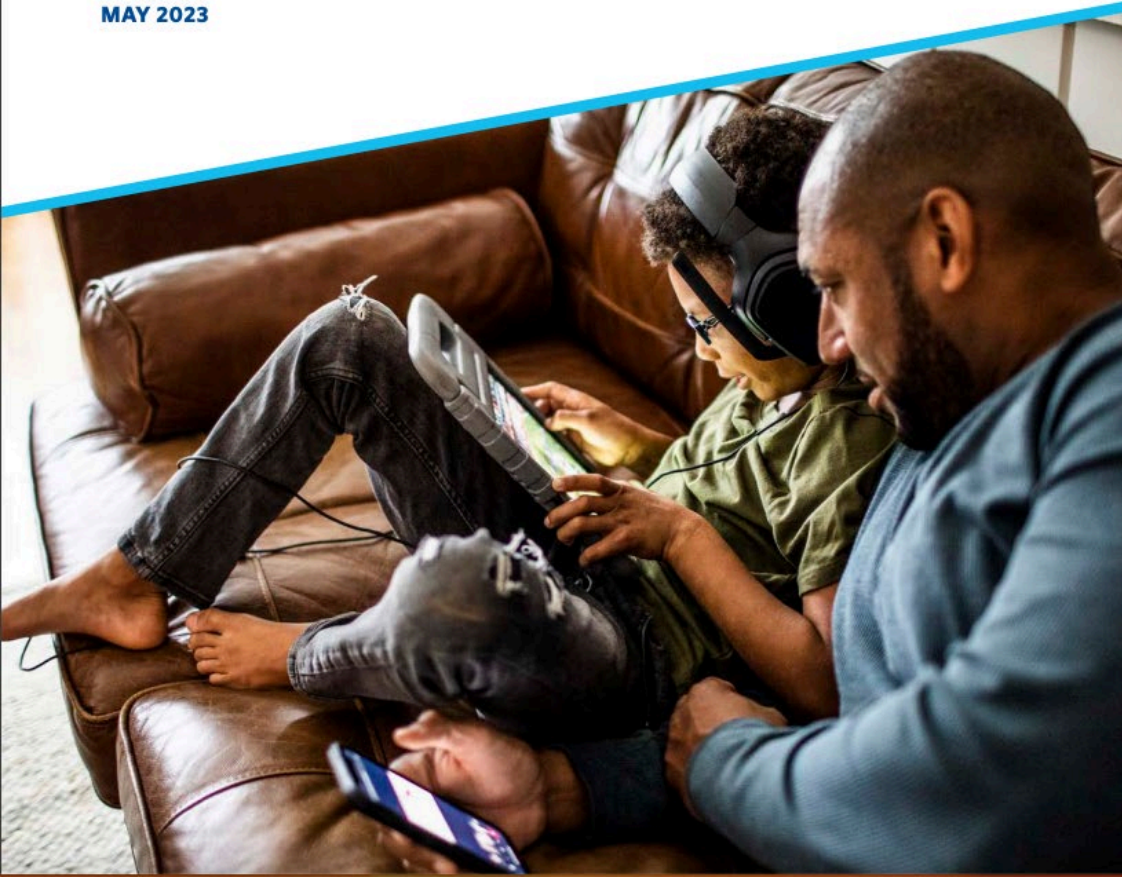
Social Media and Brain Development

Maza, Fox et al., 2023 JAMA Pediatrics

What can we do?

EXPERT ADVISORY PANEL

Co-Chairs
Mary Ann McCabe, PhD
Mitch Prinstein, PhD

Members
Mary K. Alvord, PhD
Dawn Bounds, PMHNP-BC, FAAN
Linda Charmaramanm PhD
Sophia Choukas-Bradley, PhD
Dorothy L. Espelage, PhD
Joshua A. Goodman. PhD
Jessica L. Hamilton, PhD
Jacqueline Nesi, PhD
Brendesha M. Tynes, PhD
L. Monique Ward, PhD
Lucía Magis-Weinberg, MD, PhD

10 RECOMMENDATIONS

FOR PARENTS, PLATFORMS, AND POLICYMAKERS

*from* APA'S HEALTH ADVISORY ON SOCIAL MEDIA USE IN ADOLESCENCE

AMERICAN PSYCHOLOGICAL ASSOCIATION

1. **Build and encourage use** of functions that promote healthy socialization

2. **Tailor platform design, functionality, and permissions** to youths' developmental capabilities

3. **Monitor use** for early adolescents (10-14 years old) to the extent possible

4. **Remove content** that depicts and minimize exposure to content that depicts illegal or psychologically maladaptive behavior—including self-harm, harm to others, and eating disordered behavior

5. **Remove content** that promotes and minimize exposure to content that promotes discrimination, prejudice, hate or cyberbullying—especially based on race, ethnicity, gender, sexual orientation, religion, or disability status

6. **Routinely screen** for signs of "problematic use" that can impair the ability to engage in daily life and routines

7. **Limit use** that interferes with sleep and physical activity

8. **Limit use** that encourages social comparison, particularly around beauty- or appearance-related content

9. **Precede use** with training teens in social media literacy

10. **Provide resources** for continued research on the positive and negative effects of social media on development

Social Media Literacy

1) Question the accuracy/ representativeness of content

2) Understand tactics used to spread mis-/ disinformation

3) Limit "overgeneralization" and "misestimation" errors

4) Know the signs of problematic social media use

5) Learn how to build healthy online relationships

6) Understand how to solve conflicts on social media

7) Refrain from excessive social comparisons online

8) Recognize online structural racism and critique racist messages

9) Communicate safely about mental health online

10) Understand who benefits from kids using social media

School Curricula
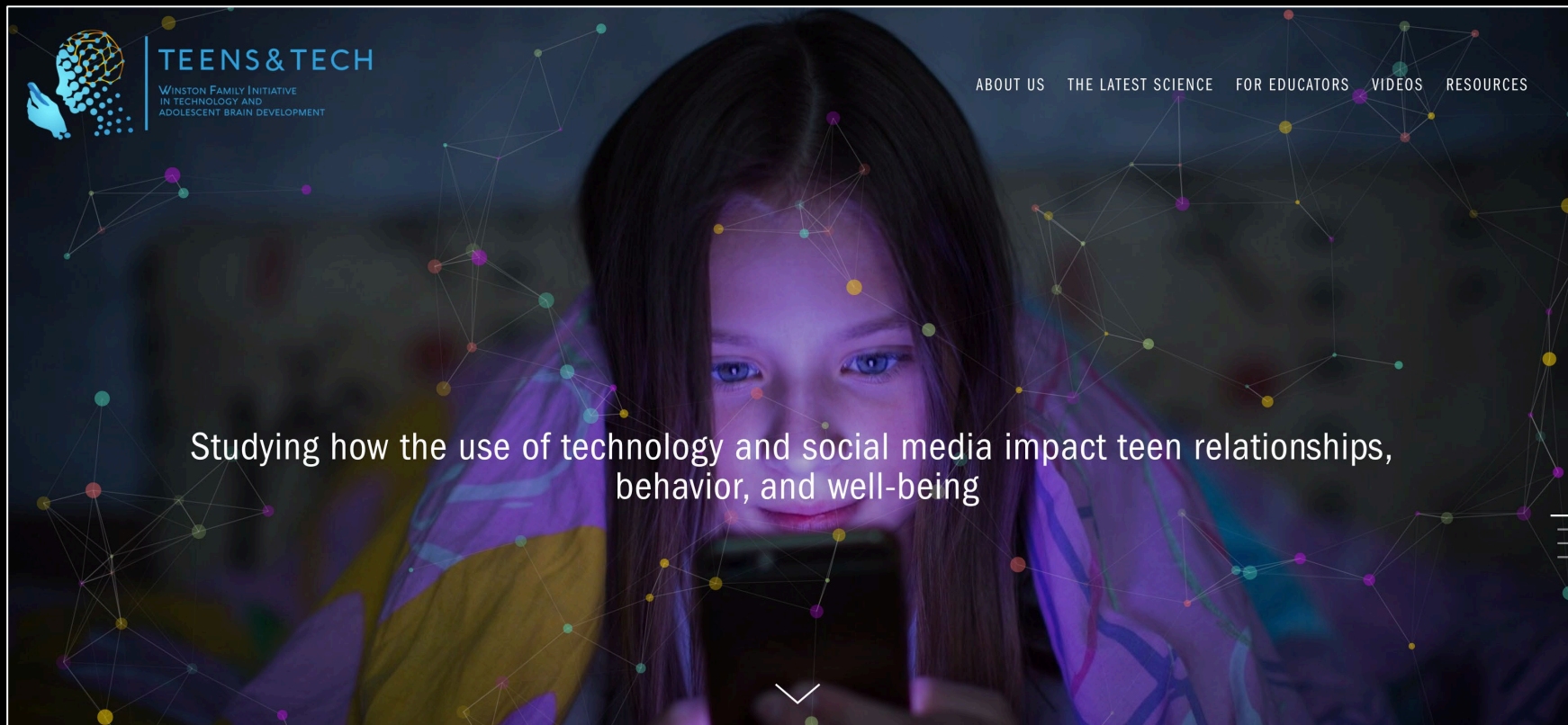
www.TeensAndTech.org/for-educators
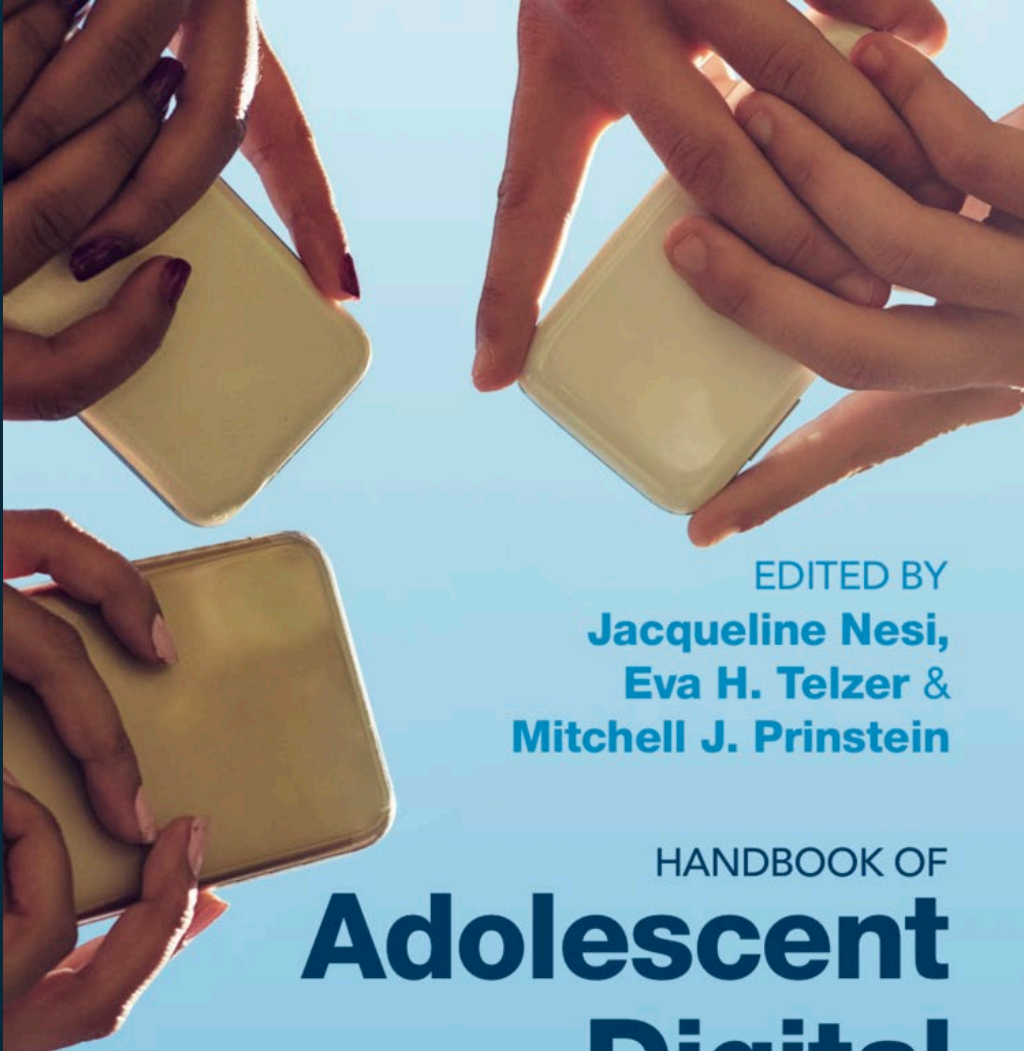
EDITED BY
Jacqueline Nesi,
Eva H. Telzer &
Mitchell J. Prinstein

HANDBOOK OF
Adolescent
Digital
Media Use
ᴬᴺᴰ Mental Health

Open Public Access at Cambridge University Press

https://www.TeensAndTech.org/handbook

Addressing the Social Media-driven Mental Health Crisis

Sam Hiner
Executive Director, Young People's Alliance
Student, UNC-Chapel Hill

Social Media and Mental Health

Social media is harming my generation by exacerbating:

- Eating Disorders

- Loneliness

- Political Extremism

Unparalleled mental health crisis

- Data + Lived experience

Policy Solutions

Broad scope of policy ideas:

- Duty of care
- Parental controls
- Generic privacy laws
- Design codes
- Privacy laws geared at algorithms

Data Privacy for Algorithms

Social media companies use user's data to target content that keeps them online.

Cutting of the data supply will make social media less addictive and will dismantle echo chambers.

Companies will not meaningfully self-regulate algorithms. Their content filtering approaches don't work.

Design features are also effective.

SMAC IT Act

- Data privacy for algorithms bill in NC introduced May 2023.
- Cosponsored by 62 representatives across party lines
- Unanimously passed House Judiciary 3 Committee. Sits in Appropriations.
- Plans for reintroduction in 2024
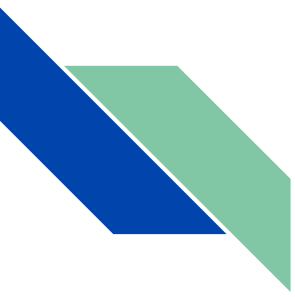
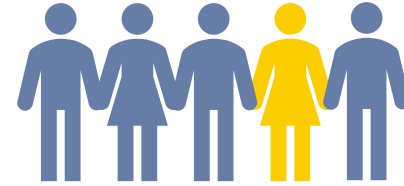Discussion & Voting on Social Media Recommendation

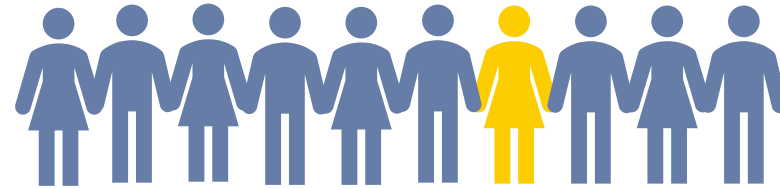*ENDORSE legislation that addresses **addictive algorithms in social media** that harm children.*

The need for more school nurses, social workers, counselors, & psychologists
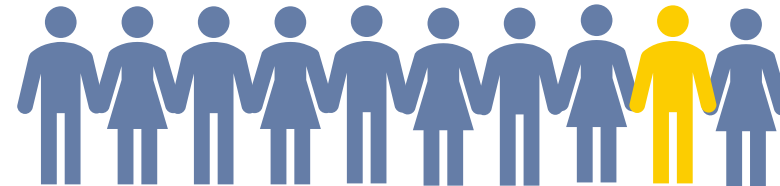
In North Carolina…

1 in 5 adolescents have seriously considered attempting suicide
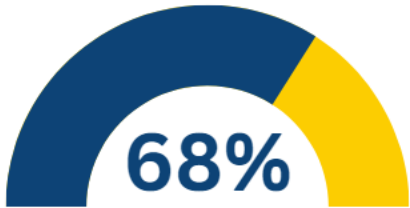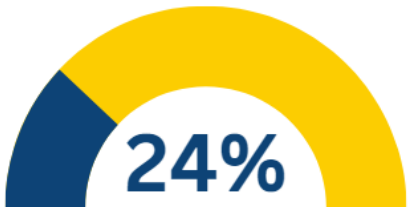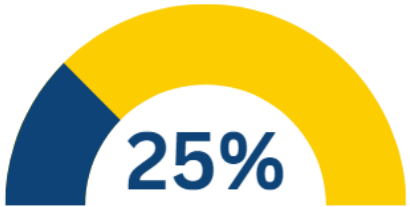
1 in 10 adolescents have made a suicide attempt

1 in 10 children aged 3 - 17 has a diagnosis of anxiety or depression

Specialized Instructional Support Ratios

School Counselors	**2021**	**1:335**	**Recommended**	**1:250**	**69%**
	2022	**1:361**			
School Nurses	**2021**	**1:890**	**Recommended**	**1 per school**	**68%**
	2022	**1:833**			
School Social Workers	**2021**	**1:1,025**	**Recommended**	**1:250**	**24%**
	2022	**1:1,033**			
School Psychologists	**2021**	**1:1,815**	**Recommended**	**1:500**	**25%**
	2022	**1:1,979**			

SISP Benefits:
A School-based Solution

- Graduation Rates
- Time Teachers Spend on Instruction
- Reading and Math Achievement
- School Safety
- Access to Medical and Mental Health Services

- Chronic Absenteeism
- Physical Aggression
- Substance Use
- Teacher Turnover
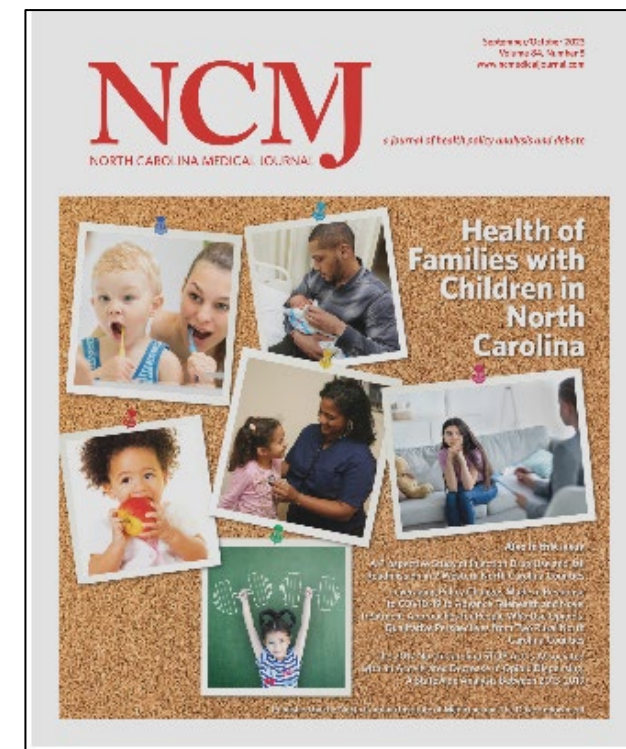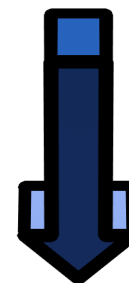
NC Medical Journal

Challenges

- NC is 47th in the nation in per pupil spending.
- NC is 42nd in the nation in meeting mental health needs of youth.
- School Social Workers not paid for advanced degrees
- School Psychology pipeline does not meet current needs
- School Nurses dealing with more students with complex medical needs
- School Counselors asked to fulfill inappropriate job duties

Local Perspective

Jessica Dreher, Ed.D., Director of Student Engagement and Support Services, Orange County Schools

Discussion & Voting on School Support Recommendation

Support recurring funds to increase the numbers of school nurses, social workers, counselors and psychologists to support the physical and mental health of students and to move North Carolina toward achieving nationally recommended ratios for these professional positions in schools.

Unintentional Death Prevention Committee Recommendation

Support **recurring funding** for the NC Office of Violence Prevention and **for the NC S.A.F.E. Campaign** that educates about firearm safe storage.

[Today, only taking up NC SAFE; OVP will be at February CFTF meeting]

Child deaths in NC due to firearm injury skyrocketed in 2020 and 2021: 2021 rate is an increase of 231% since 2012

- From 2012 through 2021, over 600 NC children ages 17 and younger died from firearm-related injuries, including 121 in 2021.

- In 2021, firearms were the lethal means used in 58% of youth suicides and 78% of youth homicides.

- Child firearm injury hospitalizations increased by 120% from 2016-2020, and child emergency department visits for firearm injury increased by 68% from 2017-2021.

Firearm-related Mortality Rates Children Ages 0 to 17: NC & US, 2012-2021

Deaths per 100,000 Children Ages 0 to 17

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	1.7	1.7	1.8	2.0	2.2	2.4	2.3	2.4	3.1	3.5
NC	1.6	1.9	2.1	1.7	2.3	2.0	2.7	2.4	4.7	5.3
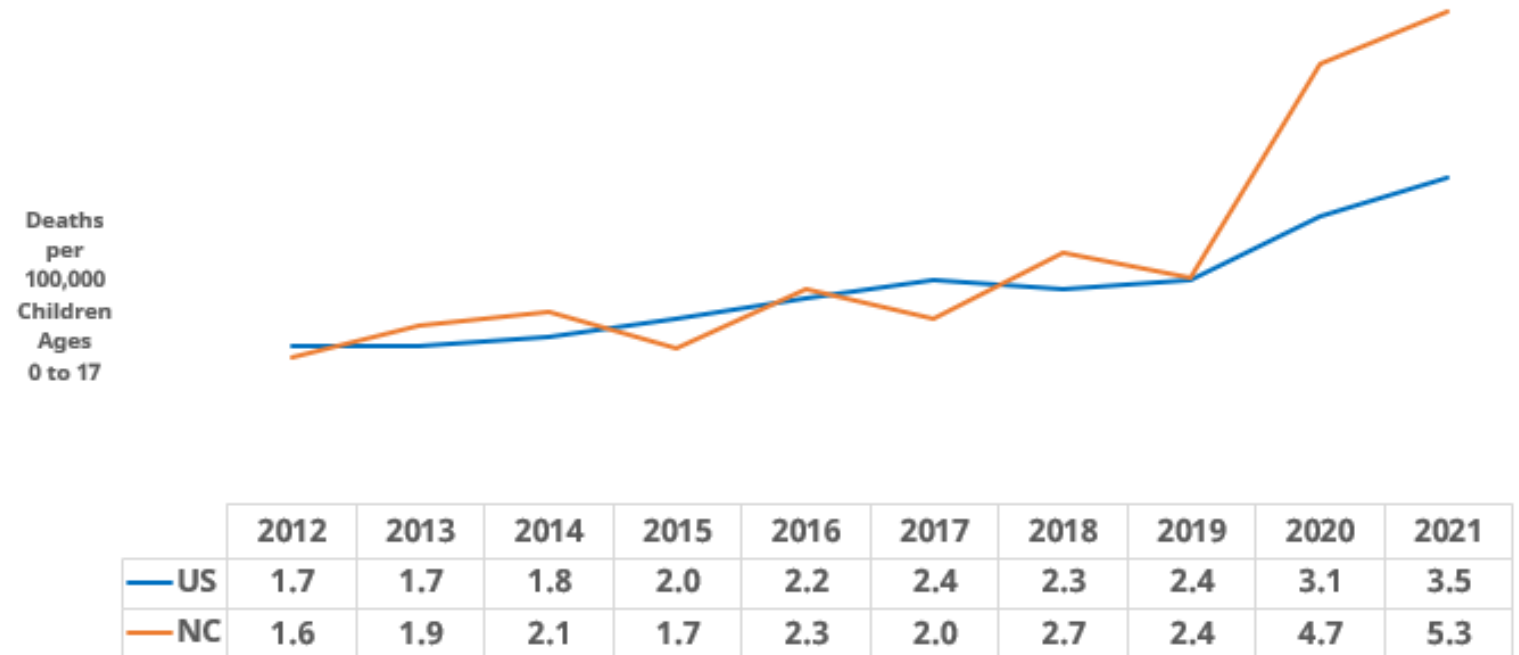
Firearm injury remains the overall leading cause of death among children ages 1-17 in North Carolina. [2022 data is preliminary & may change]

Child firearm deaths surpassed the number of child deaths from motor vehicle traffic crashes for the first time in NC in 2020 and remain the leading cause of child injury death in 2022* (preliminary data).

Child (0-17) Firearm Deaths Compared to Unintentional Motor Vehicle Traffic (MVT) Deaths in NC, 2016-2022*

Number of Child Deaths

Firearm Deaths

Unintentional MVT Deaths
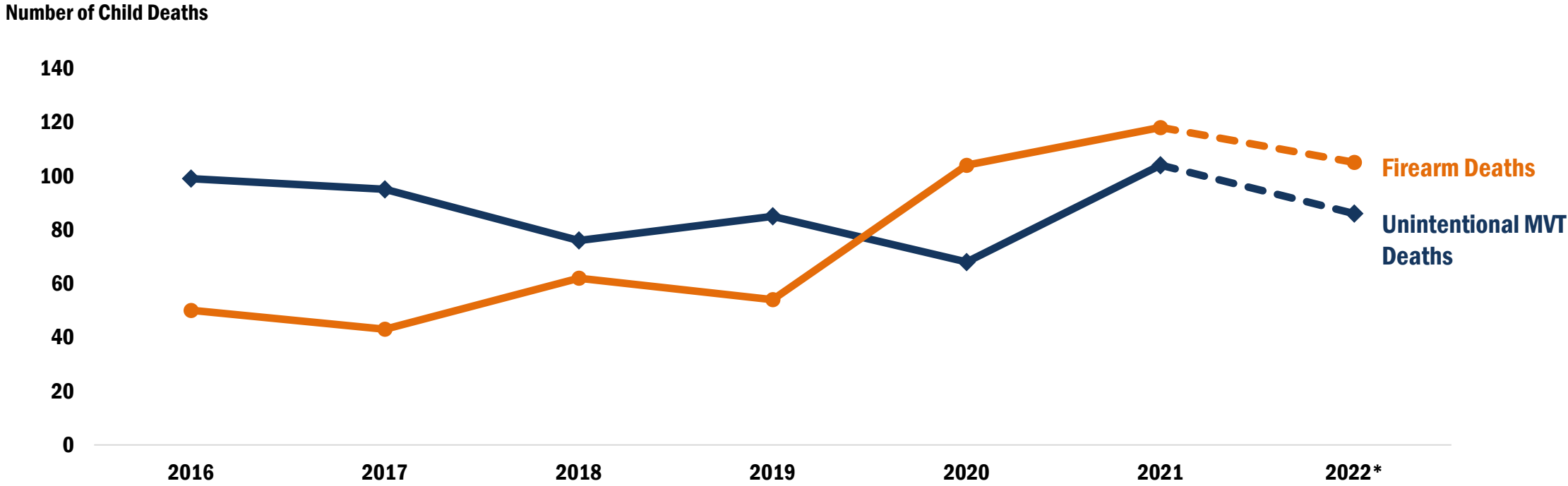
* 2022 Death Certificate (DC) data are provisional and subject to change, data as of 8/1/2023; Limited to NC residents ages 0-17
Source: NC-VDRS, 2016-2021; NC State Center for Health Statistics, DC Data, 2022*
Analysis by the DPH Injury Epidemiology, Surveillance, and Informatics Unit

30% of high school students say they could be ready to fire a loaded gun *in less than an hour* without a parent or other adult's permission.

Category	Percentage
Total	30
Male	35
Female	24
9th	25
10th	28
11th	28
12th	41
Asian	13
Black	20
Hispanic/Latino	19
White	40
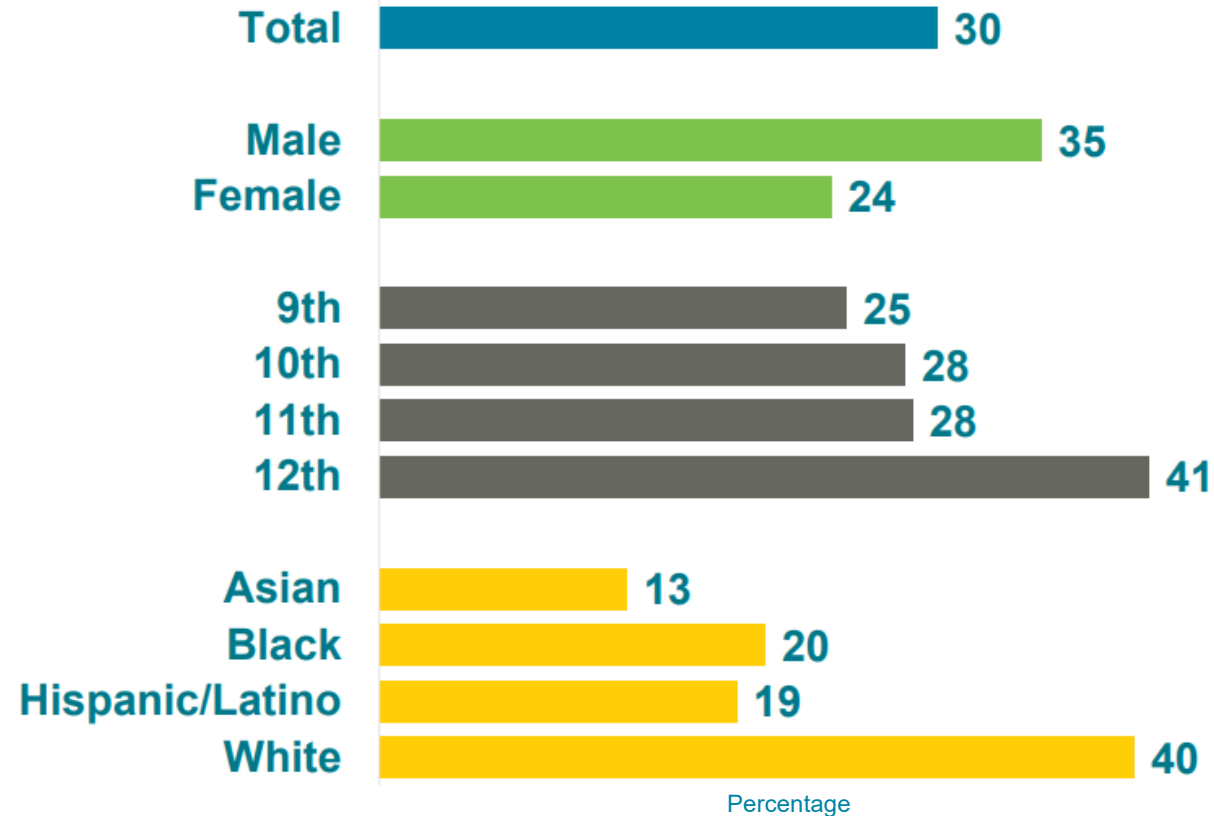
*Gun could be theirs or someone else's and it could be located in their home or car or someone else's home or car
†M > F; 12th > 9th, 12th > 10th; W > A, W > B, W > H (Based on t-test analysis, $p < 0.05$.)
All Hispanic students are included in the Hispanic category. All other races are non-Hispanic.
This graph contains weighted results.
Source: North Carolina Department of Public Instruction, Youth Risk Behavior Survey, 2021

NC's Safe Storage Campaign

Juvenile Justice and
Delinquency Prevention
NC DEPARTMENT OF PUBLIC SAFETY

Funding

- Spent **$1,764,534.70** in **FY23**
  - $1.66 from carryforward from Gov Office and $100,000 in JJDP funds
  - Goal- bare bones educational statewide campaign, distribution of safe storage tools

- Received **$2,499,953.56** in SCIP funding (beginning **Oct 2023 for FY24**)
  - Contract and materials $1,799,903.56 plus $700,050 evaluation of campaign
  - Goal- an educational statewide campaign, distribution of safe storage tools, and an evaluation of the campaign

- Seeking recurring funding beginning **FY25**: **$2,159,884.27**
  - **$1,799,903.56 plus 20% expansion**
  - Goal- an educational statewide campaign, distribution of safe storage tools, enhanced strategy

Evaluation- Behavior Change?

- Meta-analyses of how media campaigns affect behavior change provide evidence that campaigns can produce short-term effects of approximately 9 percent more people performing a desired behavior after the campaign than before (Snyder and Hamilton, 2002).
- Continued messages further behavior change. Campaigns that provide physical locking mechanisms at the point of message are more likely to have positive outcomes (RAND, 2018 and US GAO, 2017).

Campaign expansion

SCIP (Governor's Crime Commission subaward funding through the 2022 Byrne State Crisis Intervention Program (SCIP))
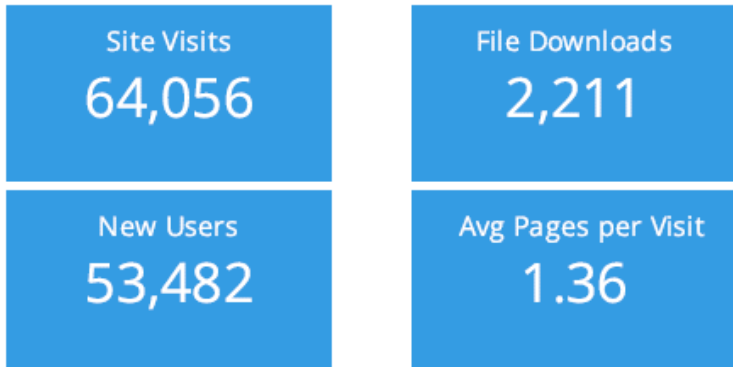
- Suicide Prevention

- Theft of guns from vehicles

- More gun locks – high demand.
  - Conceal carry firearm instructors, NC Pediatricians, Week of Action and community events

After SCIP
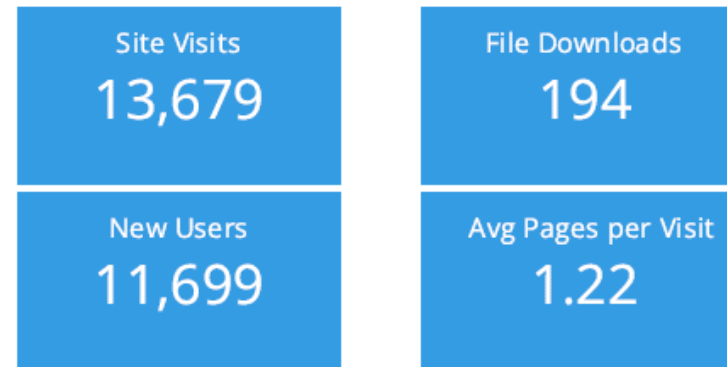
- Act on focus group findings
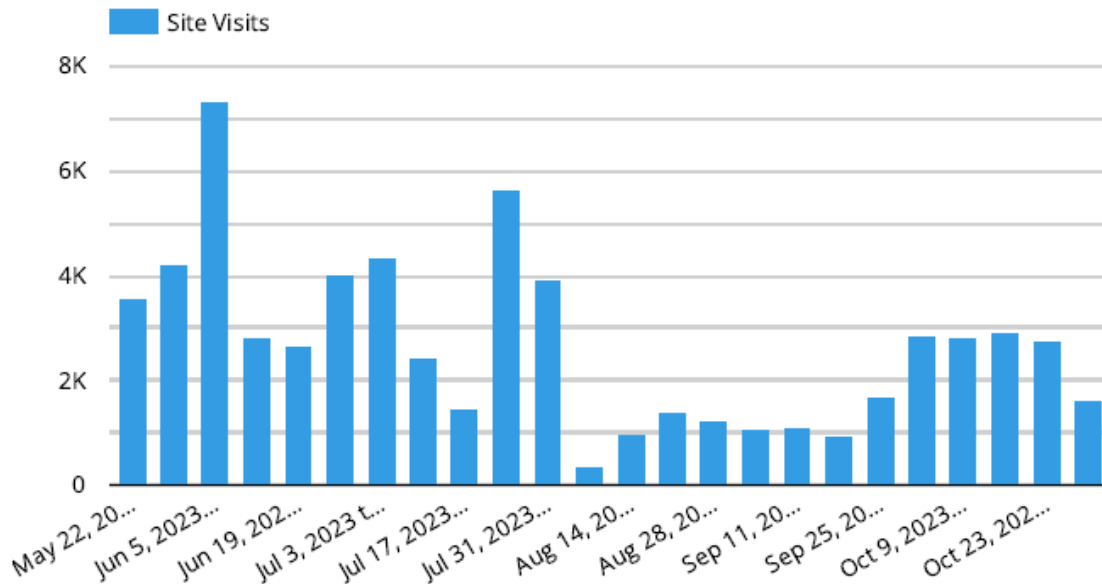
- Act on evaluation findings

Cumulative Overview

Site Visits
64,056

File Downloads
2,211

New Users
53,482

Avg Pages per Visit
1.36

October Overview

Site Visits
13,679

File Downloads
194

New Users
11,699

Avg Pages per Visit
1.22

www.ncsafe.org

Weekly Site Traffic

Top Pages

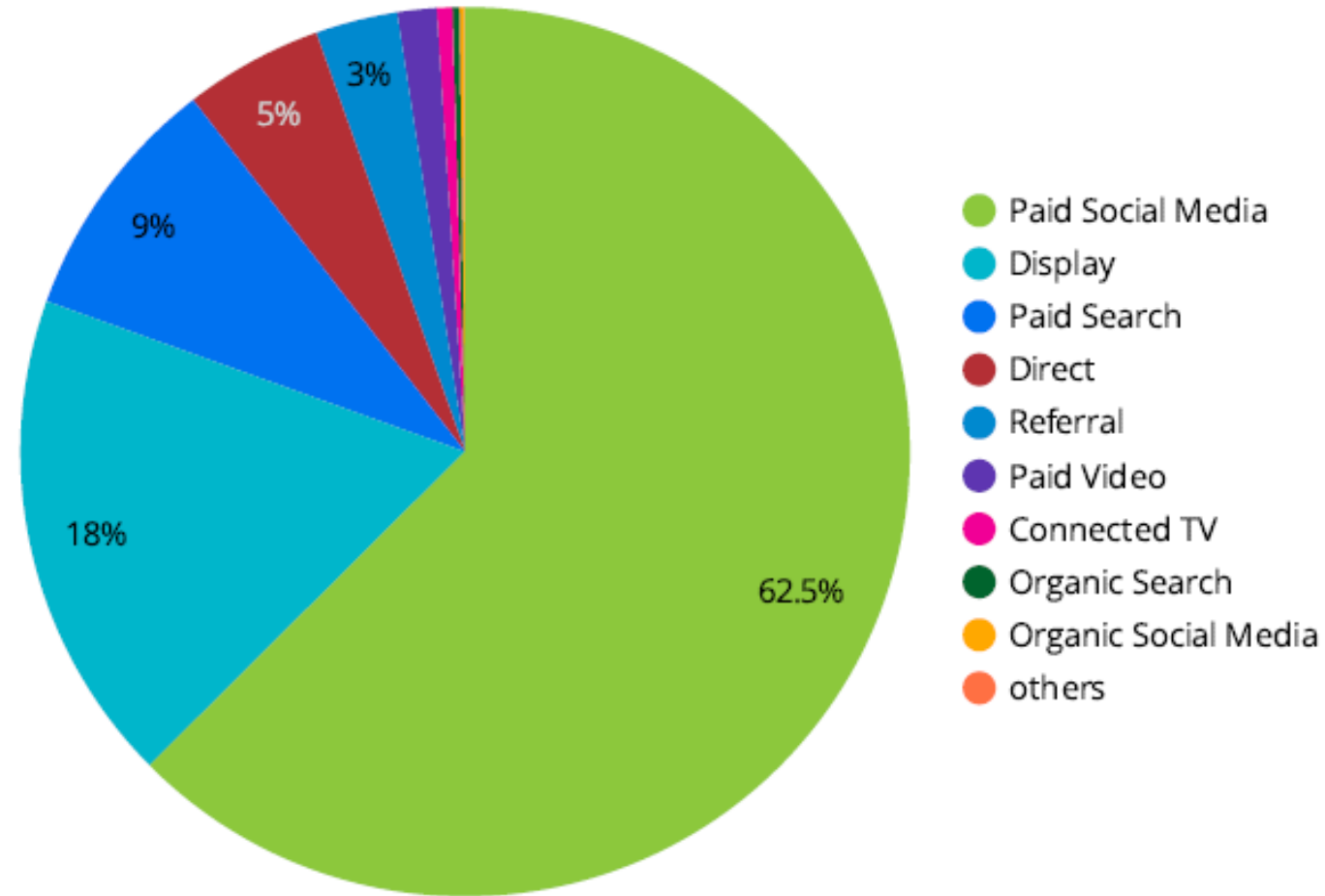|	Page Title	Pageviews
1.	Safe Storage 101 – NC S.A.F.E.	9,463
2.	Homepage	4,723
3.	Partner Resources	NC S.A.F.E.	211
4.	About	NC S.A.F.E.	71

Total website visits increased by 186% (8,894 visits) from September to October with increased paid media spending.

Secure All Firearms Effectively

Juvenile Justice and Delinquency Prevention
NC DEPARTMENT OF PUBLIC SAFETY

- In October, the public service announcement received 164 airings, which generated 160,000 impressions. Reingold will start running the PSA in paid media placements to increase its exposure.

Website Traffic by Source

Legend:
- Paid Social Media
- Display
- Paid Search
- Direct
- Referral
- Paid Video
- Connected TV
- Organic Search
- Organic Social Media
- others

Values shown: 62.5%, 18%, 9%, 5%, 3%

The chart above reflects October data only.
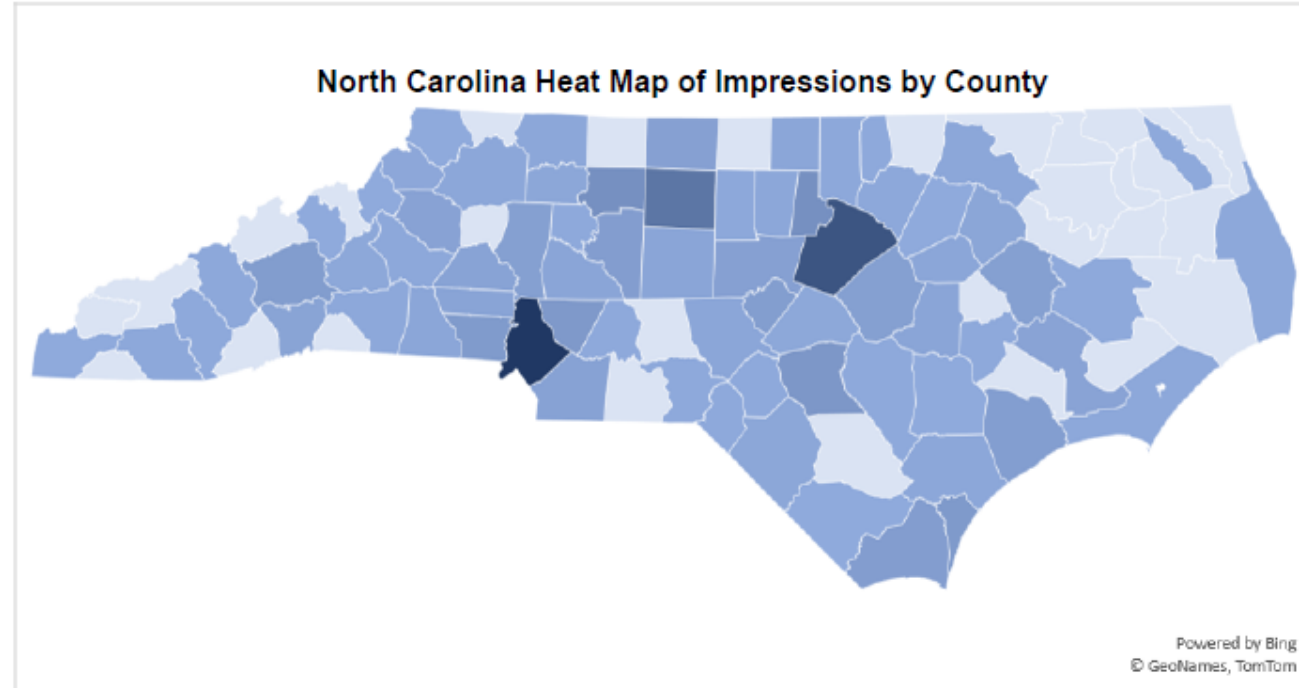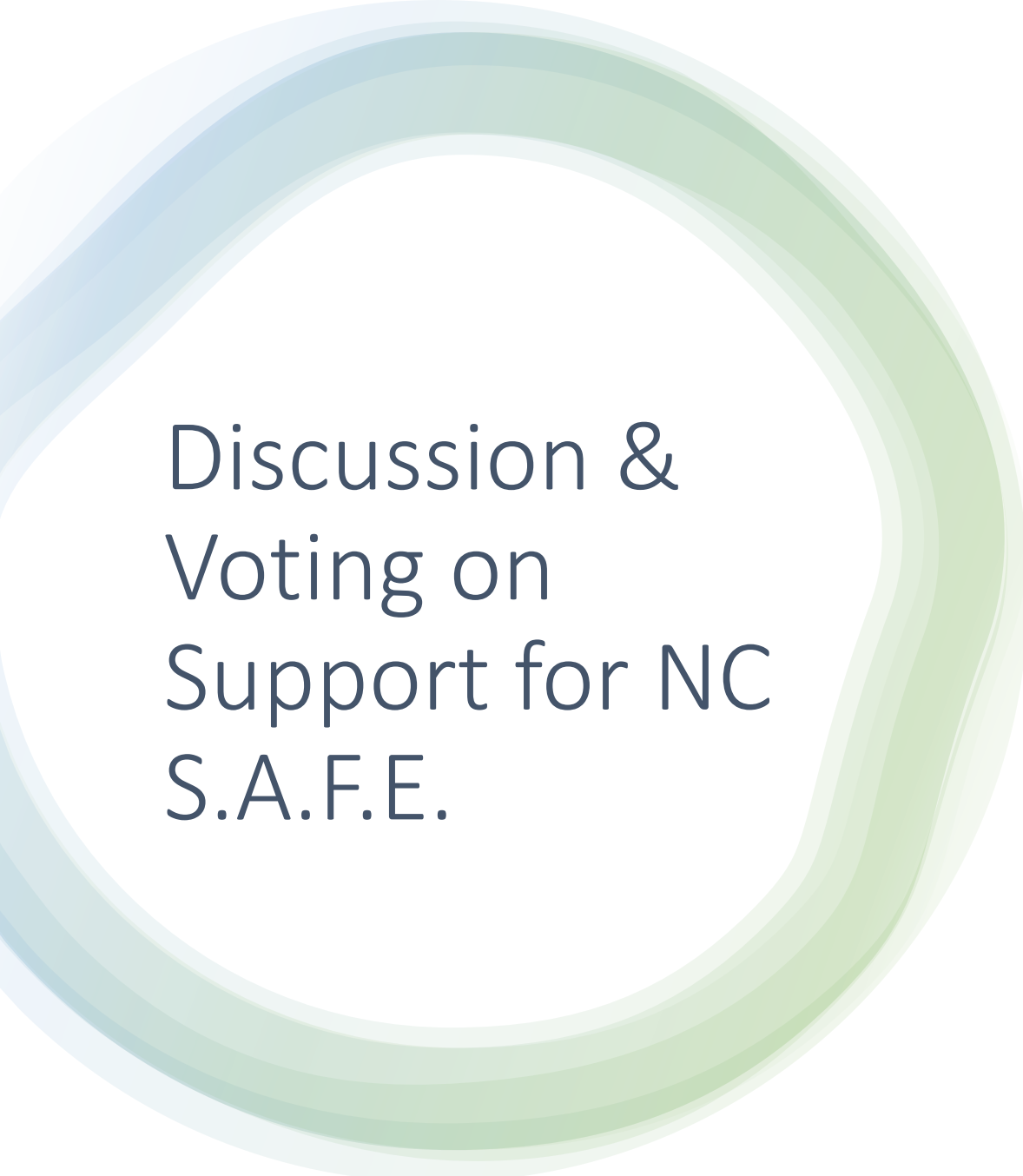
Rate Change of Firearm/Gun Violence Complaints CYTD '22 vs. CYTD '23 by County
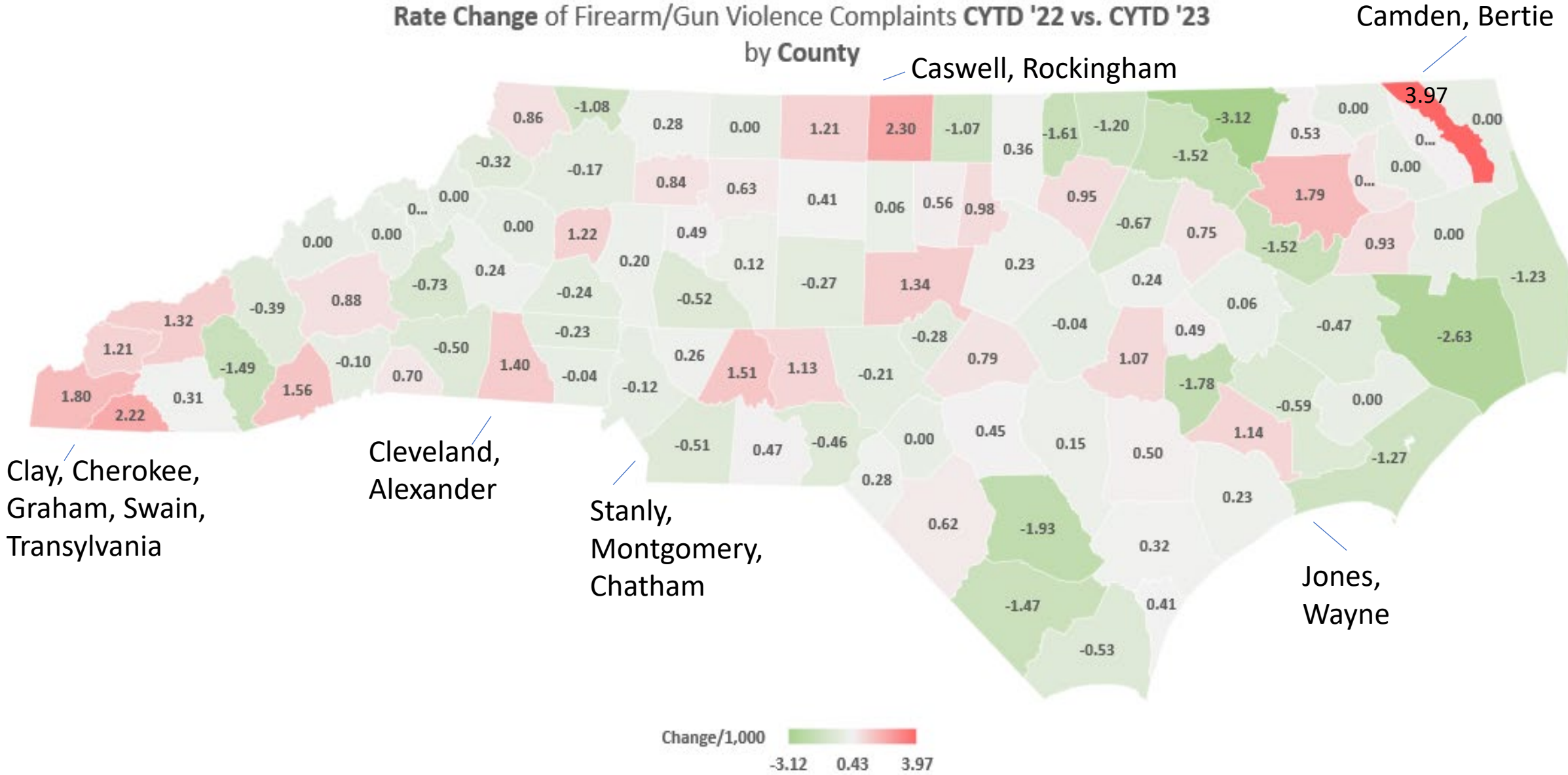
Discussion & Voting on Support for NC S.A.F.E.

Support **recurring funding for the NC S.A.F.E. Campaign** that educates about firearm safe storage

December 2023

Working Together for Systems Change

Child Fatality Task Force

Kate B. Reynolds
Charitable Trust
Investing in Impact

Our Mission

To improve the health and quality of life of financially disadvantaged residents in Forsyth County and around the state.

Kate B. Reynolds
Charitable Trust
Investing in Impact

Infant Mortality in Forsyth County
Closing Racial Disparities in Birth Outcomes

Infant deaths per 1,000 live births by race/ethnicity, Forsyth County (5-year average)

Black, 15.8

Total, 8.7

Hispanic, 5.9

White (NH), 5.4

2006 -10 | 2007 -11 | 2008 -12 | 2009 -13 | 2010 -14 | 2011 -15 | 2012 -16 | 2013 -17 | 2014 -18 | 2015 -19 | 2016 -20 | 2017 -11
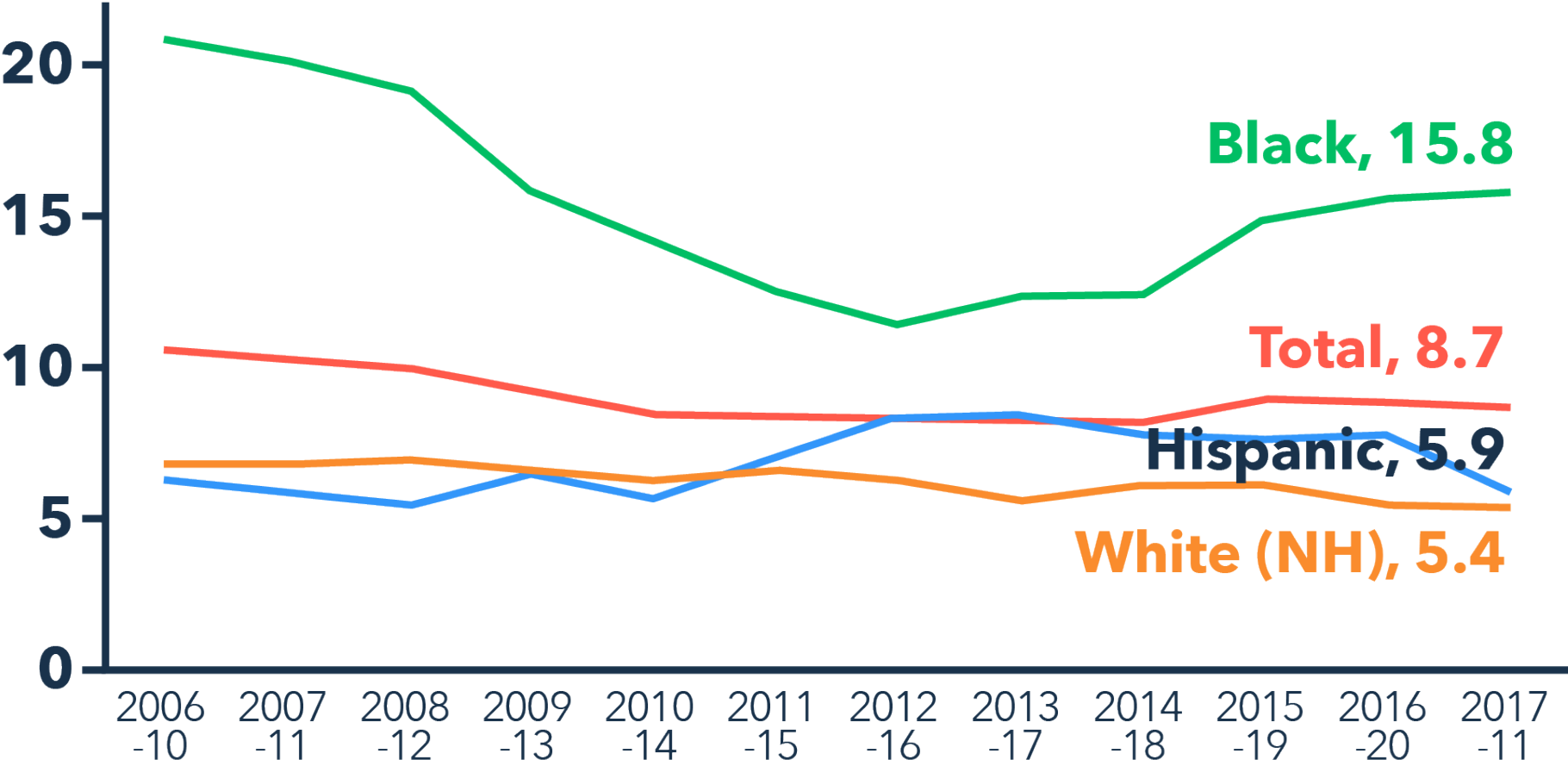
Infant Mortality in Forsyth County
Closing Racial Disparities in Birth Outcomes

Maternal mortality rates per 100,000 live births by race, North Carolina

Black, 64

Total, 28

White (NH), 21

60

40

20

0

2018   2019   2020   2021   2022
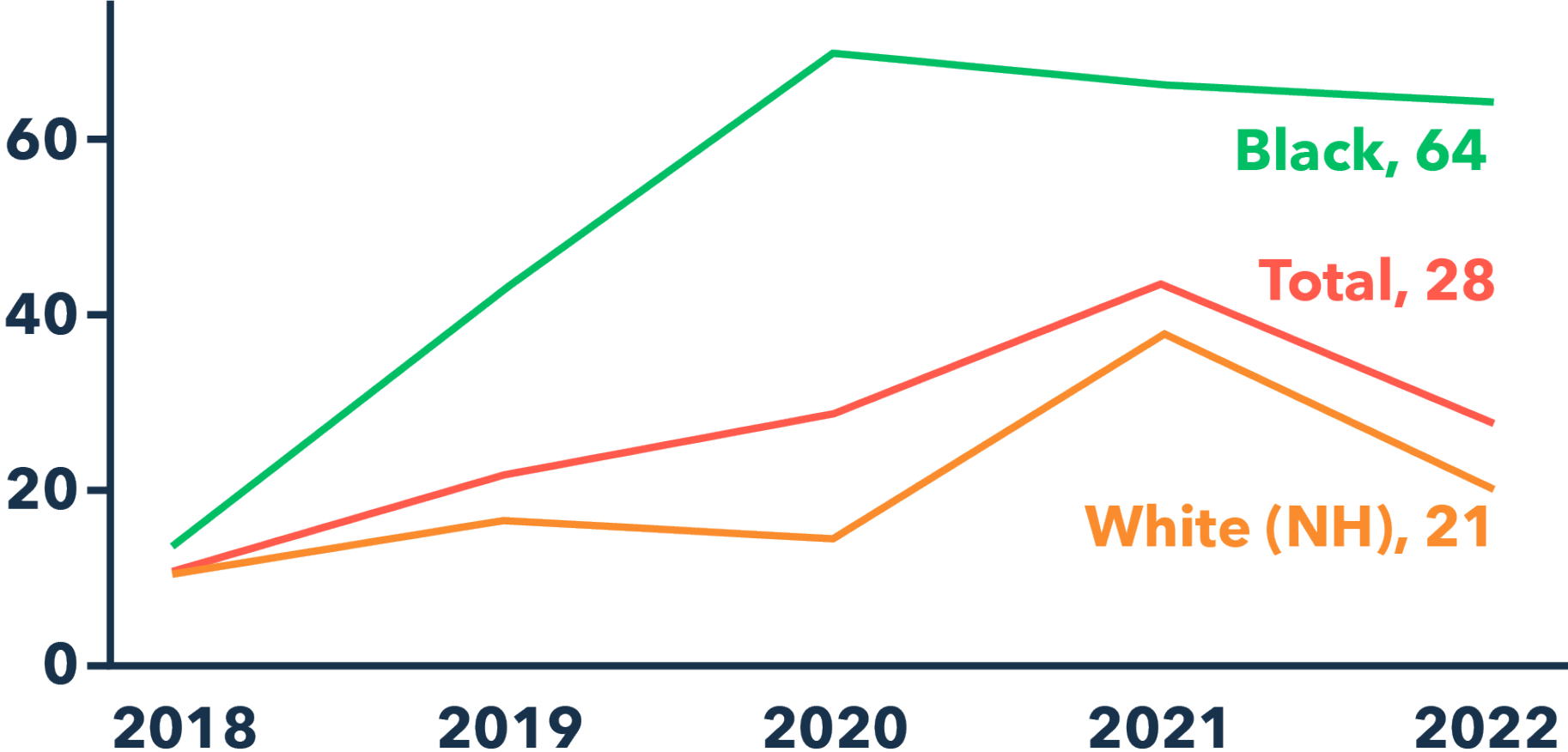
Our Vision

- Thriving communities

- Thriving residents

- Equitable access to health care

- Equitable health outcomes

Kate B. Reynolds
Charitable Trust
Investing in Impact

Our Approach to Grantmaking

How we work
- We start by listening
- We support scale & sustainability
- We focus on outcomes

Tools we use
- We believe in communities
- We engage unlikely partners
- We employ a place-based approach
- We believe equity is essential to everything we do

Grantmaking

Convening & Facilitating

Evaluation & Learning

Systems Change

Capacity-building

Communications

Our Bodies of Work

Health Improvement

 Healthy Places NC

 Equitable Access to Care

 Equitable Health Outcomes

Local Impact

 Great Expectations

 Inclusive Economy

GOALS
Great Expectations

Local Impact in Forsyth County

Early Intervention and Health

- Narrow racial disparities in infant and maternal mortality.
- Reduce the occurrences and impact of Adverse Childhood Experiences (ACEs) and toxic stress among young children.

Access to Quality Childcare and Early Learning

- Increase access to and reduce bias in high-quality pre-K.
- Strengthen the capacity of informal caregivers to provide enriching environments and developmentally appropriate care or young children and ensure that Forsyth County childcare ecosystem is inclusive of informal care.
- Improve equity and alignment across early childhood systems.

Family Economic Support

- Increase integrated, family-centered approaches that promote educational attainment and economic advancement of parents of young children in Forsyth County.

Kate B. Reynolds Charitable Trust
Investing in Impact

Great Expectations: Quality Early Learning and Infant and Maternal Mortality

Trust Goal: Increase access to and reduce bias in high-quality pre-K

Grants: Funded nonprofits to advocate for universal pre-K in Forsyth County and engage key stakeholders, including parents

Grantees: Action4Equity, Latino Community Services, Family Services, Forsyth Futures

Trust Goal: Narrow racial disparities in infant and maternal mortality

Grants: Funded research around racial disparities, engaged birthing people of color to share stories of inequitable birthing practices; worked with statewide partners on broader policies impacting birth equity

Grantees: Boston-Thurmond Community Network, Wake Forest University Health Sciences

Kate B. Reynolds Charitable Trust
Investing in Impact

Great Expectations: Family Economic Support

Trust Goal: Promote educational attainment and economic advancement of parents of young children in Forsyth County

Grants: Invest in wrap-around services including childcare, transportation, and healthcare to help parents complete their higher education degrees

Grantees: Forsyth Tech Community College

Kate B. Reynolds
Charitable Trust
Investing in Impact

Activating Systems Change
We're All in This Together

Levels of Systems Change

Organizational

- Review internal practices
- Diversify your team
- Disaggregate your own data
- Engage in quality improvement
- Examine institutional practices

Community

- Work at local, state and federal levels
- Engage in advocacy and policy reform, research and public education, and community engagement
- Improve the built environment
- Shift policies to improve outcomes

Ground Water

- Be intentional about naming and discussing racism and racial equity
- Systemic racism and inequitable treatment runs underneath this work
- Build power in communities of color, build the capacity of groups on the ground

Questions?