



Wisconsin Psychological Association

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2026

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February 9, 2026

The Honorable Members

Assembly Committee on Mental Health and Substance Abuse

Dear Chair and Members of the Committee:

The Wisconsin Psychological Association supports Assembly Bill 960 (AB960), which requires social media platforms to display mental health warning labels. Protecting psychological well-being and preventing harm through evidence-based public policy is central to our profession's mission.

The American Psychological Association (APA) has issued clear guidance that social media use is not developmentally neutral for youth and can pose meaningful mental health risks. In its *Health Advisory on Social Media Use in Adolescence*, the APA emphasizes that while social media may offer opportunities for connection, it also exposes adolescents to harmful content, social comparison, and engagement patterns that can undermine emotional and psychological health.¹ The APA further notes that adolescents' brains are still developing and are particularly vulnerable to persuasive design features that promote excessive use.¹

In 2023, the U.S. Surgeon General issued a national advisory warning that current evidence is insufficient to conclude that social media is safe for children and adolescents.² The advisory documents associations between frequent social media use and increased risk of anxiety, depression, sleep disturbance, body dissatisfaction, and exposure to harmful content, while calling for immediate action to reduce potential harms.² The APA publicly endorsed this advisory, reinforcing the urgency of coordinated public health protections.³

In 2024, both the Surgeon General and the APA explicitly supported the use of warning labels on social media platforms as a public health intervention.³⁴ The APA supported warning labels as one component of a broader strategy to promote transparency and safeguard youth mental health.³ Warning labels provide a clear, scalable, and evidence-informed approach to informing users and caregivers of these risks and empowering more intentional use. For these reasons, we support AB960 requiring social media platforms to include standardized mental health warning labels. Such action is consistent with

national public health leadership, psychological science, and Wisconsin's commitment to protecting the well-being of children, adolescents, and families. Thank you for your efforts to address this public health issue.

Respectfully,

A handwritten signature in black ink that reads "Jennifer L. Michels PhD ABPP". The script is fluid and cursive.

Jennifer Michels, PhD ABPP

Licensed Psychologist

Representative, Wisconsin Psychological Association, Advocacy Committee

Footnotes

¹ American Psychological Association. *Health Advisory on Social Media Use in Adolescence* (2023).

² Office of the U.S. Surgeon General. *Social Media and Youth Mental Health: The U.S. Surgeon General's Advisory* (2023).

³ American Psychological Association. *APA Welcomes Surgeon General's Advisory on Social Media and Youth Mental Health* (June 2024).

⁴ Murthy, V. H., M.D., M.B.A. *Surgeon General Calls for Warning Labels on Social Media Platforms to Protect Youth Mental Health* (2024).