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People 4 People Productions Launches “Own The Story®” — A Youth Mental Health Response in the Age of Social Media

A national initiative helping young people understand and respond to the environments shaping identity, perception, and emotional experience.

Brooklyn, NY — April 7, 2026 — As national attention continues to focus on the impact of social media on youth mental health, People 4 People Productions (P4PP) announces the expansion of its initiative:

Own The Story® — A Youth Narrative Power Movement

While much of the conversation has centered on harm, fewer responses focus on how young people can understand and respond to the environments shaping their mental health in real time.

Own The Story® is grounded in a mental health equity framework and equips youth with film media literacy and narrative power—tools to decode how media shapes identity, perception, and emotional experience.

From Exposure to Understanding

Students learn to recognize patterns of comparison, emotional amplification, and identity formation within digital environments—and to respond by creating their own stories.

“Young people are not just consuming media—they are being shaped by it. Own The Story® gives them the tools to understand and reshape those systems.” — Jennifer Saunders

A Real-Time Response

This work is not theoretical. It is happening in real time—supporting young people as they shift from passive exposure to active understanding.

At a moment when the conditions influencing youth mental health are increasingly visible, this initiative sits at the intersection of environment, mental health, identity, and agency.

About People 4 People Productions

People 4 People Productions (P4PP) advances film media literacy, narrative power, and youth leadership.

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