

ONE-PAGE BRIEF

Own The Story® — A Youth Mental Health Response to the Age of Social Media

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

The Context

National attention has increasingly focused on the impact of social media on youth mental health. While much of the conversation centers on harm, fewer responses address how young people can understand and respond to these environments in real time.

The Response

People 4 People Productions (P4PP) developed Own The Story® as a mental health equity-aligned initiative that equips youth with film media literacy and narrative power.

What Youth Experience

Participants learn to decode how media shapes identity and emotional experience, recognize patterns of comparison and amplification, and create original films rooted in their lived experiences.

“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

Why It Matters

This work sits at the intersection of environment, mental health, identity, and agency—offering a practical, real-time response to the conditions shaping youth well-being.

Availability

Youth participants, program footage, and interviews are available upon request.

Contact

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