



**Parents Together
ACTION**



Jewish Family and Children's Services
OF SAN FRANCISCO, THE PENINSULA, MARIN AND SONOMA COUNTIES

Support for AB 56 - Warning Labels for Social Media Platforms

September 18, 2025

Governor Newsom,

We represent a coalition of organizations dedicated to protecting the health and well-being of children and teenagers in today's digital world. Together, we strongly support Assembly Bill 56 ([AB 56](#)), which would require mandatory black box warning labels on addictive social media platforms.

In a [2024 New York Times op-ed](#), former U.S. Surgeon General Vivek Murthy underscored the urgency of this issue: *"The mental health crisis among young people is an emergency – and social media has emerged as an important contributor. Adolescents who spend more than three hours a day on social media face double the risk of anxiety and depression symptoms, and the average daily use in this age group, as of the summer of 2023, was 4.8 hours."* AB 56 directly responds to this call, addressing mounting evidence that excessive social media use poses serious risks to the mental health of young people.

The bill requires platforms to display a warning label when a user first engages with the service unless the platform has *reasonably determined* the user is not a minor. After three continuous hours of use, and once every subsequent hour, the warning must reappear for 30 seconds. These labels would clearly alert young users to the dangers of prolonged social media use, echoing the concerns outlined in the [2023 Surgeon General's advisory](#).

Research consistently shows that heavy social media use is linked to negative mental health outcomes, including anxiety, depression, low self-esteem, and disordered eating among adolescents. Recognizing this, [42 state attorneys general](#), including California's Attorney General Rob Bonta, have endorsed the Surgeon General's call for warning labels on social media.

Much like the health warnings Californians see on tobacco and alcohol products, AB 56 represents a vital public health measure. It does not alter other aspects of California law or limit free speech on platforms. Instead, its sole purpose is to empower youth and families with knowledge, enabling safer and more informed online behavior.

Given the urgent and well-documented harms associated with social media overuse, we urge you to support AB 56. Your leadership is essential to safeguarding the mental health of children and teens and addressing one of the most pressing public health challenges of our time.

Thank you for your attention to this urgent matter and for your commitment to protecting the next generation of Californians.

Sincerely,

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