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FOR IMMEDIATE RELEASE

Dove announces new efforts to encourage Kids Online Safety Act legislation

[Englewood Cliffs, NJ, April 27] To push legislation for the well-being of kids on the internet, the Dove Self-Esteem Project formally announces its partnership with Common Sense Media and ParentsTogether Action.

The Dove Self-Esteem Project is joining Common Sense Media and Parents Together Action in a new campaign to address the increase in youth mental health issues related to social media. Initially proposed by U.S. Senators Richard Blumenthal (D-CT) and Marsha Blackburn (R-TN) in 2022, the bipartisan Kids Online Safety Act (KOSA), is aimed at implementing safeguards and age restrictions to certain online content that could negatively impact the mental health of children. According to the 2023 Dove Self-Esteem Project Research, “data shows 8 in 10 youth mental health specialists say social media is fueling a mental health crisis” (Dove, 2023). “While certain aspects of social media can promote creativity and connection for young people, data has shown that toxic content online is harming the mental health of today's youth. If there isn't real change, young people will continue to pay with their well-being" said Alessandro Manfredi, Chief Marketing Officer for Dove.

For the Dove Self-Esteem Project, the efforts don't end there. To promote KOSA, Dove recently produced and released “[Cost of Beauty](#).” In the three-minute tear-jerking short film, Dove tells the story of Mary, a young girl whose mental health has been affected by social media. Join Dove in ending the rise in youth mental health crises by replacing toxic beauty content with instilled confidence and compassion.

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Established in 2004, the Dove Self-Esteem Project was created to educate and inspire people to fully embrace themselves and their bodies. Over the past 20 years, DSEP has reached more than 82 million youth in more than 150 countries worldwide. Offering self-esteem programs, online modules, and various campaigns, Dove prioritizes professionals who connect with the youth. 70% of the DSEP takes place in the classroom with teachers, while the other 30% primarily reaches youth organizations and parents.

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