

Welcome



Girls Matter!

A webinar series addressing adolescent girls' behavioral health

Deborah Werner



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Project Director

SAMHSA's TA and
Training on Women
and Families Impacted
by Substance Abuse
and Mental Health Problems

Technical Information



- Your lines will be muted for the duration of the call.
- Today's webinar is being recorded and will be posted online.

Logistics

- Questions may be submitted by typing them into the questions box. To open the question box – click the go-to menu (4 small boxes on right).
- If you experience technical difficulties during the webinar, put a question in the chat-box.

CEH Information

- NAADAC and NBCC CEHs are available for this webinar by the Addiction Technology Transfer Center Network (ATTC) Coordinating Office.
- In order to receive CEH credits the webinar screen must be primary for the duration of the webinar.
- Answer polls and ask questions.
- If you are watching with a group, please email the names and email addresses of those in your group to GBH@ahpnet.com. Each person in the group must fill out the post-evaluation survey individually.



Disclaimers

- This webinar is supported by the Substance Abuse and Mental Health Services Administration (SAMHSA) and the U.S. Department of Health and Human Services (DHHS).
- The contents of this presentation do not necessarily reflect the views or policies of SAMHSA or DHHS.
- The webinar should not be considered a substitute for individualized client care and treatment decisions.

Join the Conversation



- During and after this webinar, join the conversation about adolescent girls' behavioral health on Facebook and Twitter with hashtag #girlsmatter2014

About Girls Matter!



Purpose of Girls Matter!



- Increase the behavioral health workforce's understanding of the needs and concerns of adolescent girls (primarily ages 12-18)
- Bring visibility and attention to the specific behavioral health concerns of adolescent girls

Webinars

- **Growing Up Girl** — February 25
- **Girl in the Mirror** — March 13
- **Girls and Substance Use** — April 22
- **Digital Girls** — May 20
- **Sanctuary and Support** — June 10
- **Youth Development and Recovery Supports** — July 24

Digital Girls: Confession, Connection, and Disconnection



Social media is part of the worldview and way of life of adolescent girls. It offers information, opportunity for connection, and support in both unhealthy and healthy behaviors.

Featured Speaker



Rachel Simmons

Bestselling Author & Educator

**Rachel
Simmons**

LEADERSHIP FOR LIFE

How to Connect with Me:

www.RachelSimmons.com

FB(Public Page) * [@RachelJSimmons](#)

Instagram: [RachelJSimmons](#)

*To learn about a transformative summer
experience for girls at Mt Holyoke College,
visit www.GirlsLeadership.org*

GIRLS
LEADERSHIP
INSTITUTE



Changing the face of leadership.

www.girlsleadership.org

What is it about girls' psychology & development that "plugs into" social media?

How does social media "plug into" girls?

How should adults monitor and regulate girls' use?

What is it about girls' psychology & development that "plugs into" social media?

Just Be a Good Girl



1. Popular with friends and adults
2. Pretty and dresses well
3. Does well in school
4. Organized
5. Follows the rules
6. Pleaser
7. Has to do everything right
8. Is nice to everyone
9. Well rounded
10. Always busy

Gender & Social Media

- Girls typically send and receive 50 more texts a day than boys.
- Girls age 14-17 = 100 texts/day
- Girls are more likely than boys to carry their phones on them at all times
- Boys spend more time than girls playing console video games, computer games, and going to video websites like YouTube.



**How does social media “plug
into” girls?**

danah boyd

It's Complicated

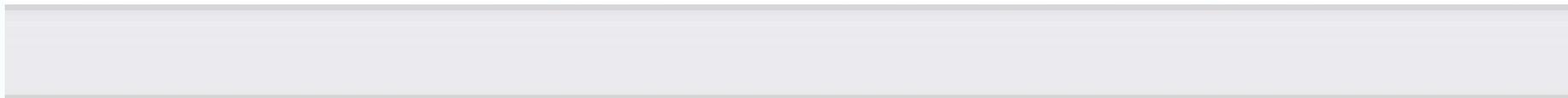
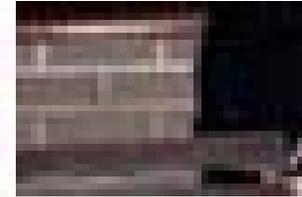
the social lives of networked teens

h a r w r e m
v a t r h j o s o m j k
d z v k r b g q c r x k
m r k v i m q l e o

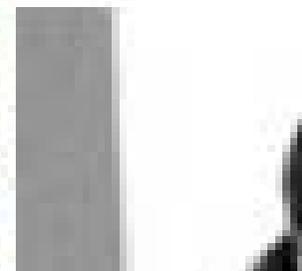


- **Myth:** Social media has changed everything about how girls interact with each other.
- **Truth #1:** Social media has taken things that used to be private and made them public and tangible.





Friends - 2,629 (2 Mutual)



Секрет

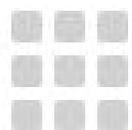


Секрет



....

ряettu little liars 👧👧 👱👑 👧👧 😍 shay mitchell ,
janel parrish && miley cyrus 😍 😍 🐶
Lola&&Chloe 👧 😍 Lior'!





[Redacted name]

🕒 17h



♥️ 74 likes

🗨️ [Redacted] 1, 2, 3, BALL 🏀

view all 7 comments

[Redacted] BOOM

[Redacted] SEND THIS TO ME

[Redacted] Omg I love your profile pic. Send it to me

itten_x

30

#friends #fun #TagsForLikes #funny #
#agood #igers #friendship #party #chill #h
#photooftheday #live #forever #smile #b
#bestfriend #lovethem #bestfriends #go
ies #awesome #memories #goodtimes #

Here's What's Really Different:

- Persistence: Content may never be deleted.
- Visibility: Audience is amplified: more possible participants, more fallout.
- Searchability: Content can be easily found.
- Spreadability: Content spreads at a more rapid pace.

Truth #2: Social media provides a sense of control by allowing girls to curate their own “brand.”

Truth #3: Social media provides the illusion that it can answer the questions that plague most adolescent girls.

- Do people like me?
- What are people saying about me?
- Is someone mad at me?
- Am I attractive?
- Am I cool?
- Do guys like me?*

Do people like me?



Kim [redacted]

im seriously so tired. All i want to do is sleep right now..someone text me and keep me awake! D;

Like · Comment · 18 hours ago · 👤

Marissa Lee [redacted] likes this.

Write a comment...



Kim [redacted]

I love Cassidy [redacted]. <333 thats it.(:

Like · Comment · 19 hours ago · 👤

Cassidy [redacted] likes this.



Cassidy [redacted] Haha helll yeaaaaah.(:

19 hours ago · Like · 1 person

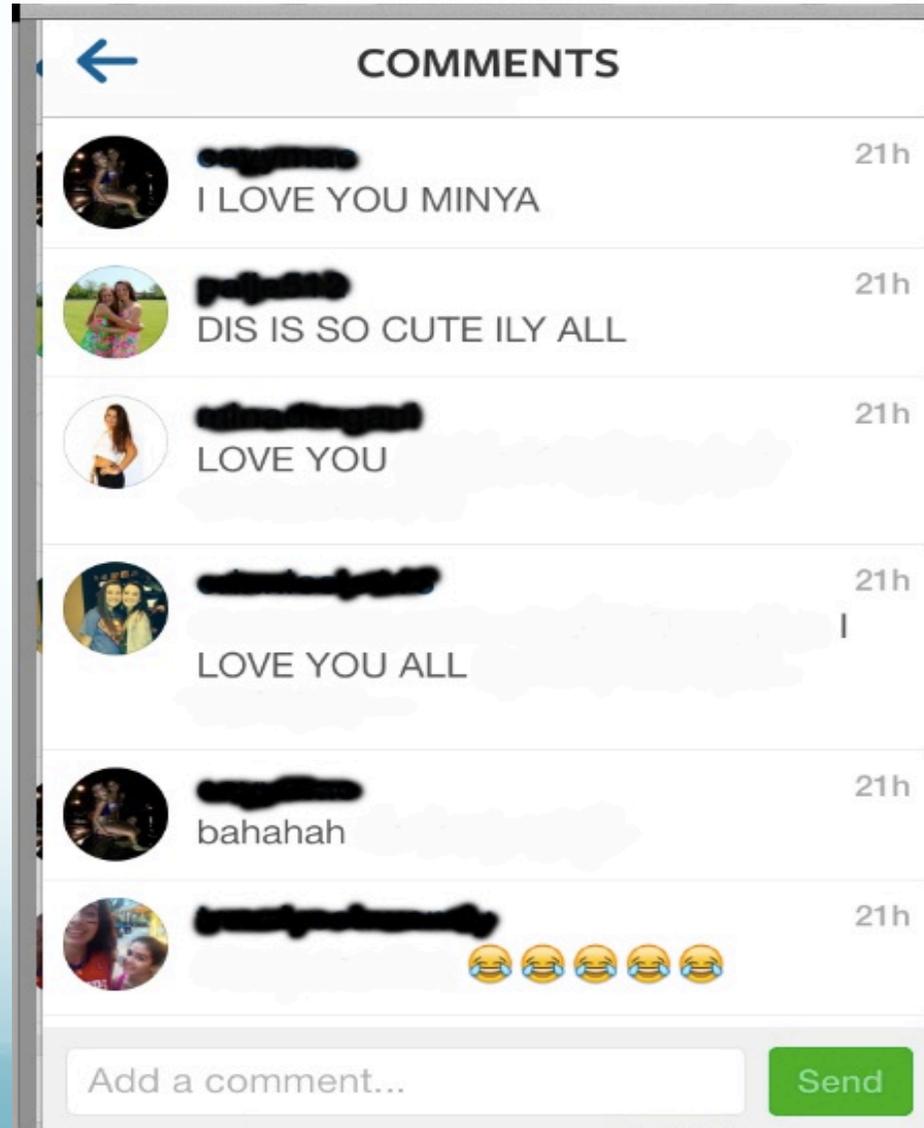


Kim [redacted] (: ♥

19 hours ago · Like

Write a comment...

Do people like me?



- **Truth #3:** ...but social media ends up exacerbating these questions, putting youth on an emotional roller coaster.

Is she mad at me?



Why wasn't I invited?



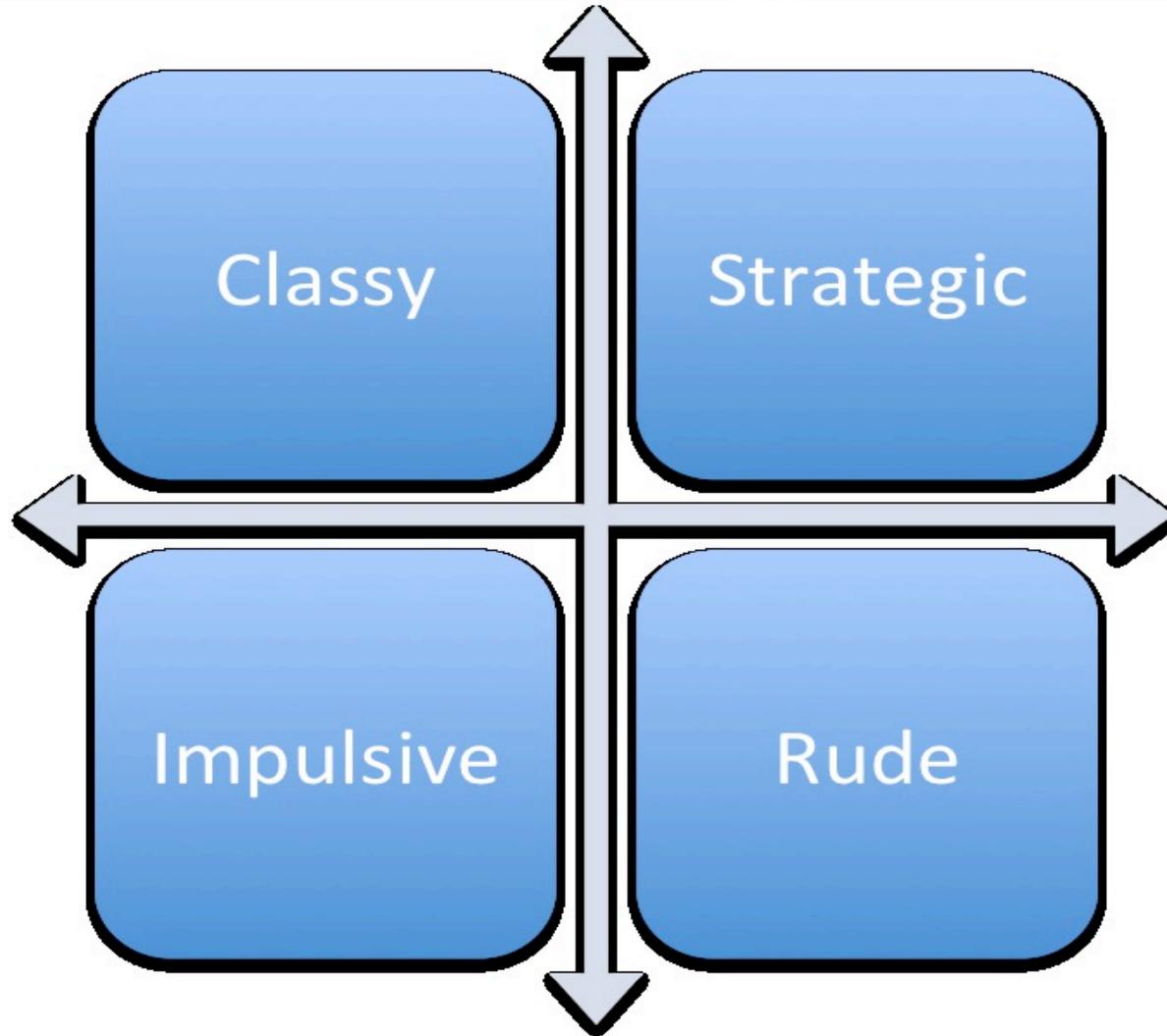
Angry or Hurt

Included

Happy or Excited

Insecure

Reaction Matrix



Classy: You show grace under fire; you handle yourself admirably, in a way you and others can be proud of

Impulsive: Acting in a situation without thinking much or at all

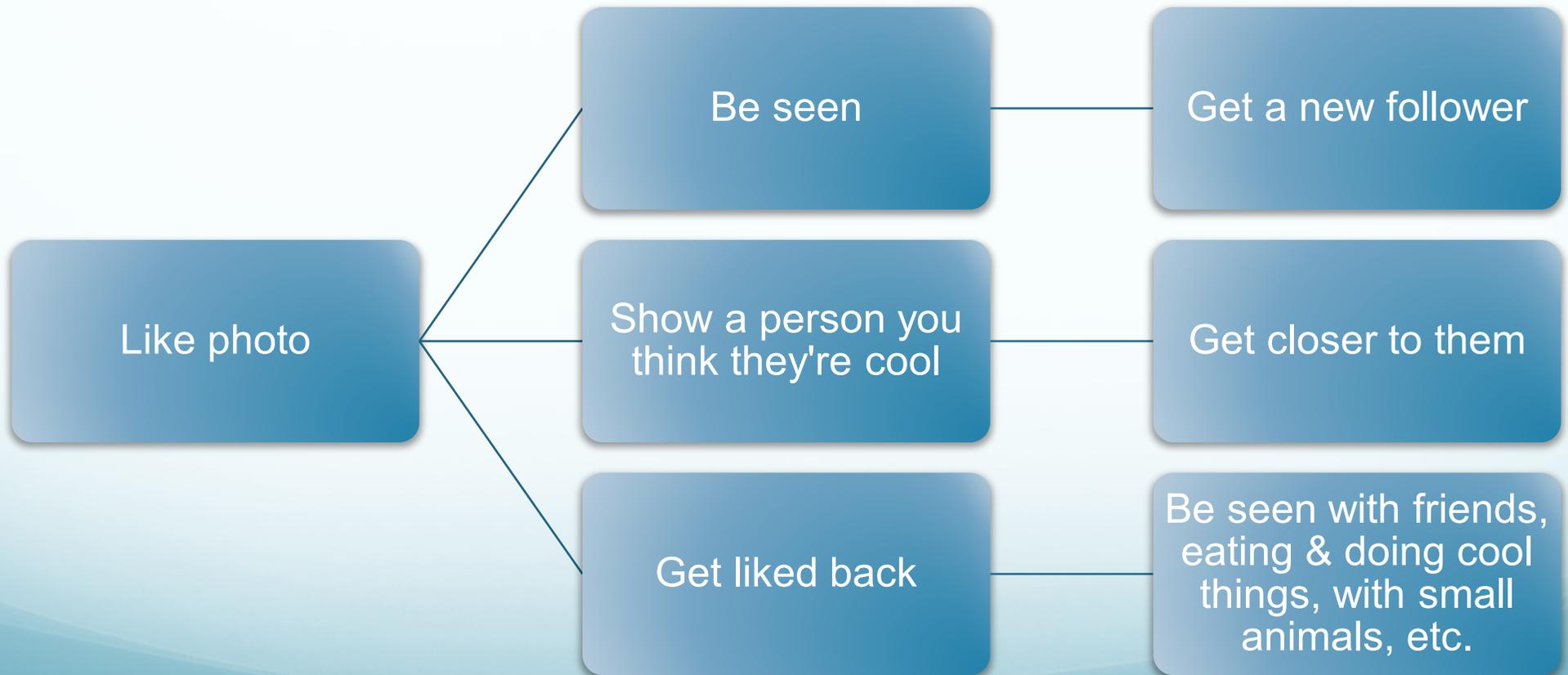
Strategic: You take time to think about how you're going to handle the situation.

A middle school girl is doing her homework on Saturday afternoon when she starts getting Snapchats from three of her friends. It's clear that they are all hanging out together and seem to be having a great time. She didn't know that they were getting together and, even though they're her friends and she knows they probably don't mean to be hurtful, she still feels bad and excluded.

More opportunities to connect

- ...means more opportunities to get excluded.
- The decision to connect or exclude is now more passive.
- ...and paradoxically, it requires more action to call out exclusion.

Instagram “Ecosystem:” Why do people like photos?



Messages

- You are not the sum of your “likes” and “friends.”
- Instagram & Facebook are curated sites: we only see what people want us to see.
- Instagram is for sharing your life in photo form. It's NOT for getting people to tell you how pretty you are.

Do Guys Like Me?



Added January 23

2 people like this.

 DAYUMMMM sexyy
January 23 at 9:06pm · 1 person

 nice
January 23 at 9:06pm

 thankss :)
January 23 at 9:06pm

 Damn
January 23 at 9:08pm

 haha
January 23 at 9:08pm

 nice ass :)
January 25 at 9:40pm · 1 person

 haha thankss loveee
January 25 at 9:42pm

 dammmm
January 26 at 1:32pm

From the album:
Profile Pictures by 

Share

Tag This Photo

Report This Photo

glee

Like - 309,317

Find the Perfect O
modcloth.com

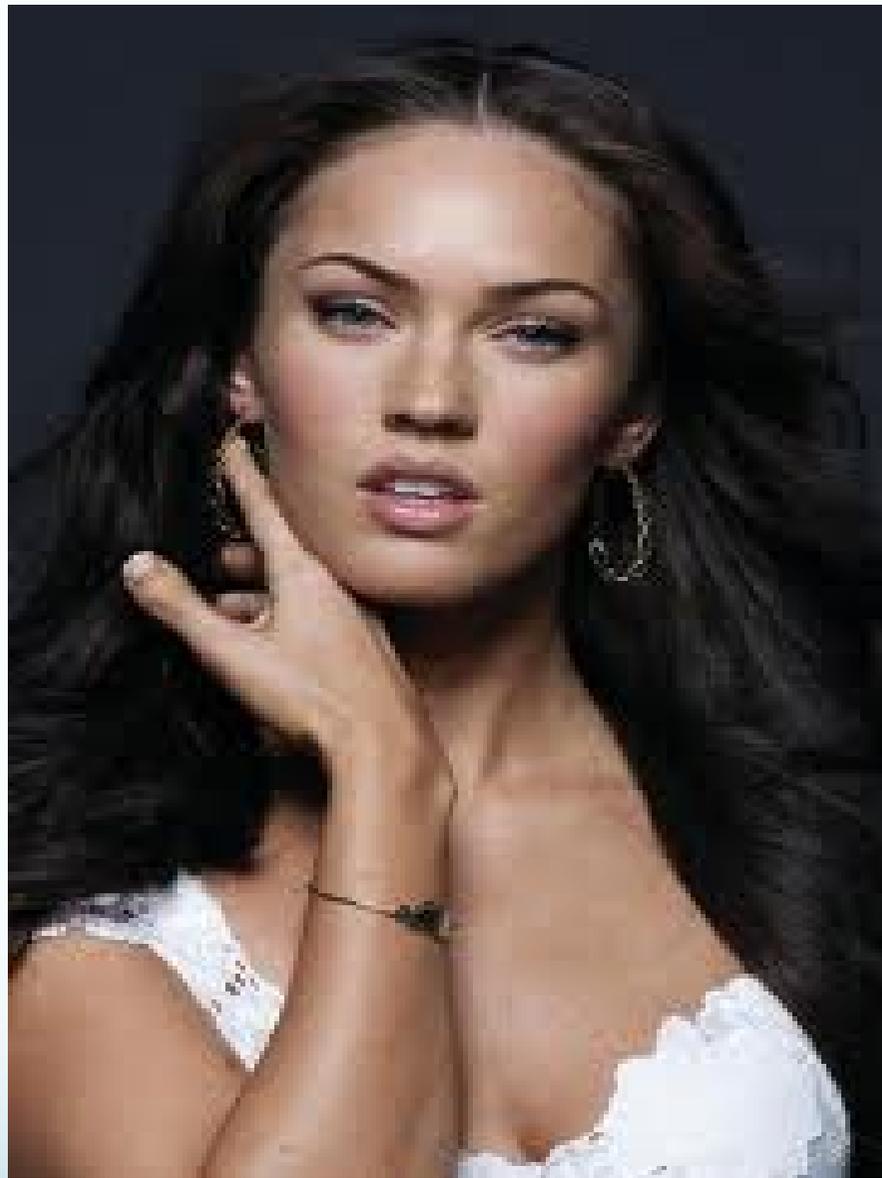


Free For Women
signup.womanfree

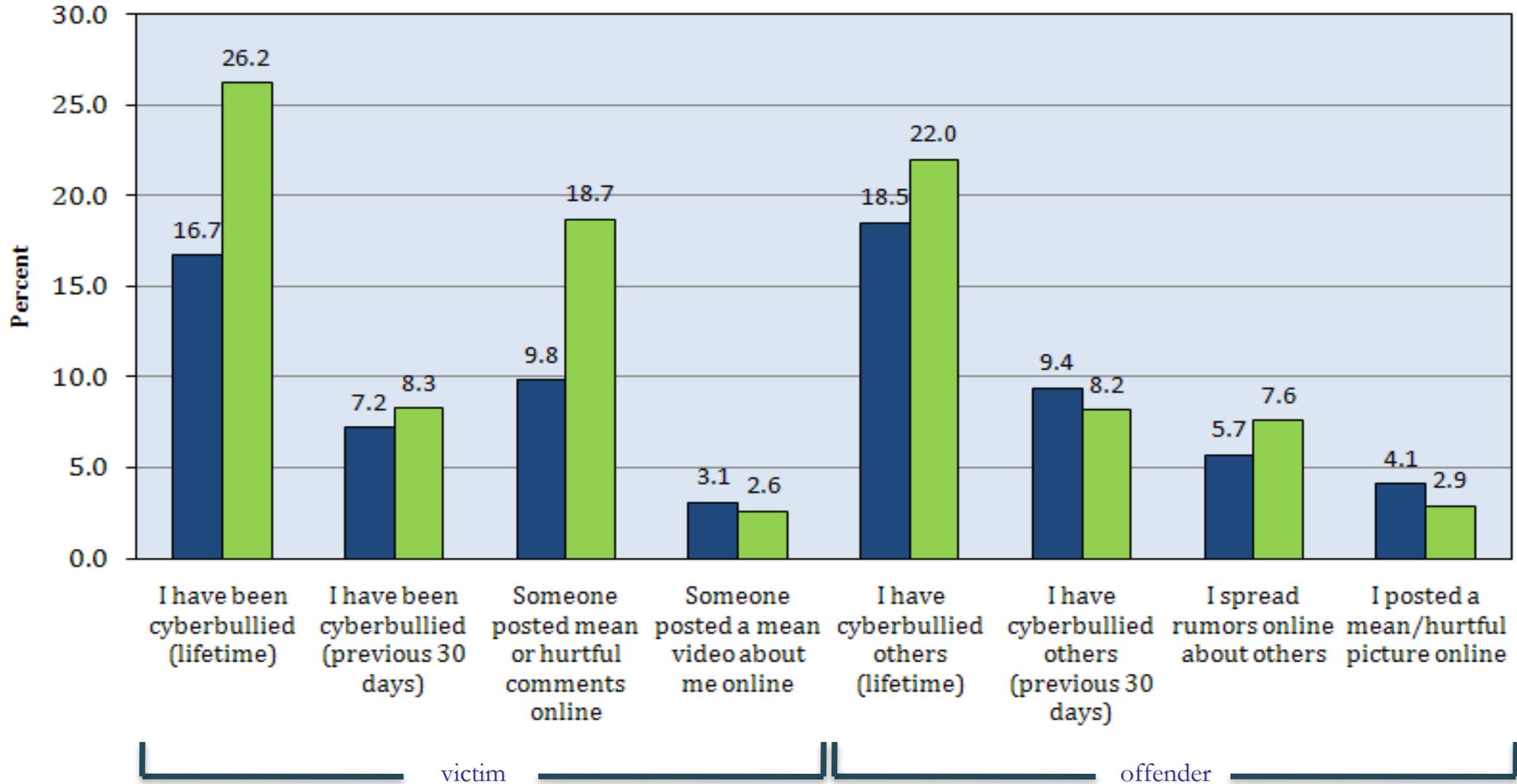


Hot Shoes. Just \$1
shoedazzle.com





Cyberbullying by Gender



2010 data; n=6211

■ Male (n=3283) ■ Female (n=2839)

Source: Cyberbullying Research Center

What do people really think of me?

ask.fm [Create account](#) [Login](#)



Jamie (Summerlove227)
Wonderland
Heyy..ask mee!!

24 answers | 2 likes | 0 gifts

[+ Follow](#)

 [Make a gift](#)

Askk!

300 [Ask](#)

answers [Report](#) [RSS](#)

What three things do you think of most each day?
Going to the beach, luke hemmings, and 5sos(;
3 minutes ago

slut
Just like you(:
4 minutes ago

Digital Self-Harm

- 9% of youth surveyed report using the Internet to bully themselves.

Source: Elizabeth Englander, “Digital Self-Harm: Frequency, Type, Motivations & Outcomes.”
Report of the Massachusetts Aggression Reduction Center, June 2012.

How should adults monitor and regulate girls' use?

Two Guiding Principles

1. Using technology – especially social media – is a privilege, not a right.

2. We are raising/teaching/counseling digital citizens.

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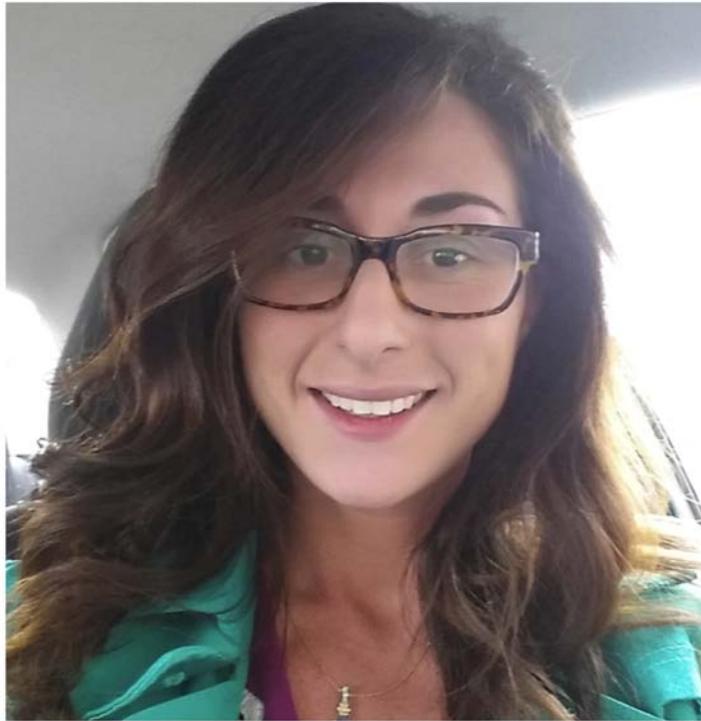


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Featured Speaker



Danielle Tarino

Public Health Advisor, SAMHSA

Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



Engaging Girls With Technology

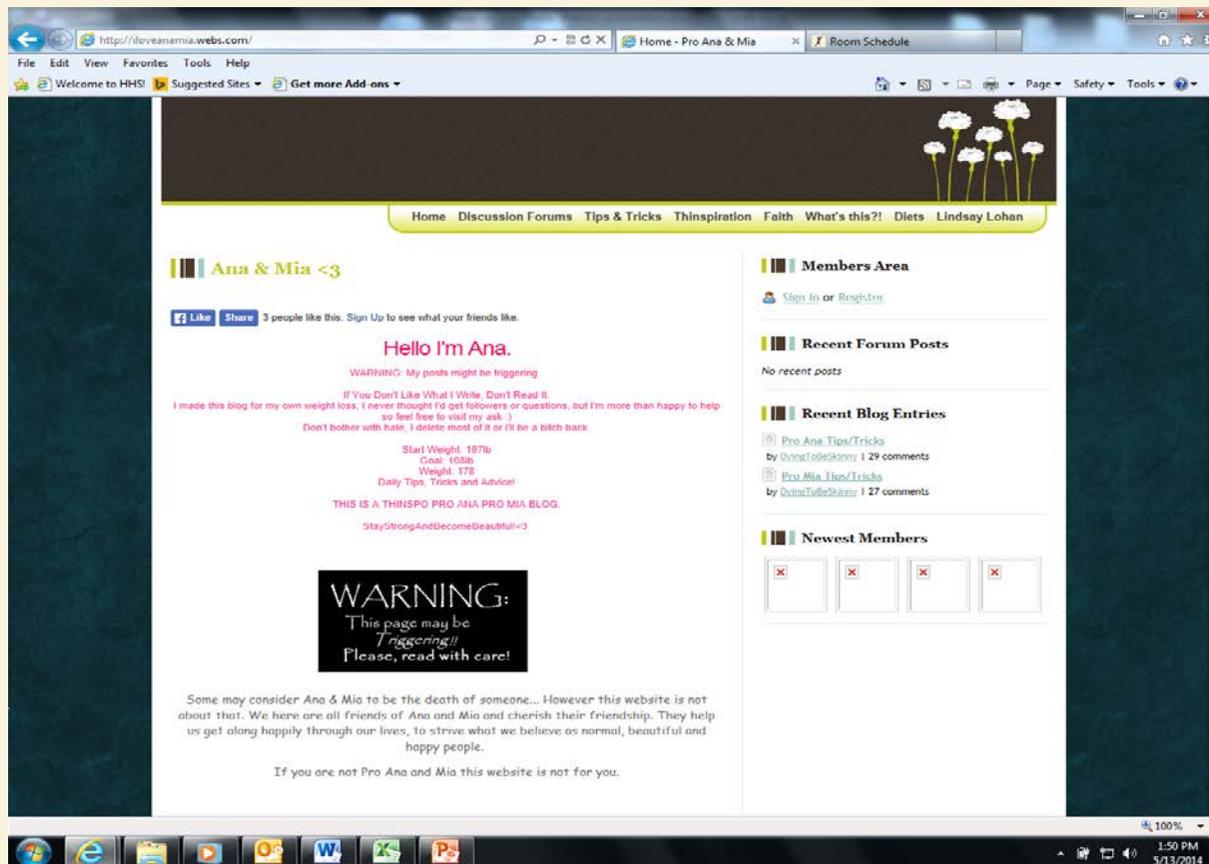
Danielle Tarino, *Public Health Advisor*
Health Information Technology Team
Center for Substance Abuse Treatment

Substance Abuse and Mental Health Services Administration



One Perspective of Technologies Impact on Girls:

Pro MIA and Pro ANA



Am I Pretty?



- “Peer Rating”
- Am I Pretty anonymous postings
- Am I pretty quiz sites

Online Predators

According to **The Journal of Adolescent Health** (Volume 47, 2010), in 82% of online sex crimes against minors, the offender used the victim's social networking site to gain information about the victim's likes and dislikes.



How do girls use mobile devices?

- Interpersonal Communication
- “Defining” one’s personal identity through social networks such as Facebook, Instagram and Twitter (from the perspective of comparing herself to other girls)
- Educational purposes (i.e. school projects and research)

How can we leverage technology to have a positive impact?



- Today's learners are different than any other generation who has lived
- The number of women pursuing Science, Technology, Engineering and Math degrees has declined since the mid- 1980s*

*American Library Association (ala.org)

Building Confidence in Girls



- App Camps for Girls:

“Summer camp here is less crafts and s’mores, more design interfaces and Xcode. Instructed and mentored by successful female designers and developers, the campers learn the software business firsthand: brainstorming, designing, and building iPhone apps.”

Technology and Mental Health



- Effective engagement strategies in providing mental health services to children and adolescents:
 - Writing/Journaling
 - Practice of Mindfulness
 - Activity (Mental or Physical)

**There's an
app for
that!**



Mental Health and Skill Building Apps



- eCBT (Cognitive Behavioral Therapy) Calm
- Diary Card
- Fashion Math (Mental Activity and Learning)
- Divorce App by Dr. Woliver
- 11 Social Skills

Building Self Esteem



- Self Esteem Building Guide (4 stars)
- Dove Self Esteem (4 stars)
- Facebook Self Esteem Groups
 - “Girls’ Self Esteem”
Page has over 6,000 likes

Responsible Social Networking is Taught



Variety of online networks and resources to assist in having conversations and teaching strategies for parents

Talk They Hear You Campaign

- SAMHSA is engaging parents through technology to teach conversation tactics to talk to children about underage drinking
- <http://store.samhsa.gov/product/Talk-They-Hear-You-Underage-Drinking-Prevention-Campaign/SMA13-4755>



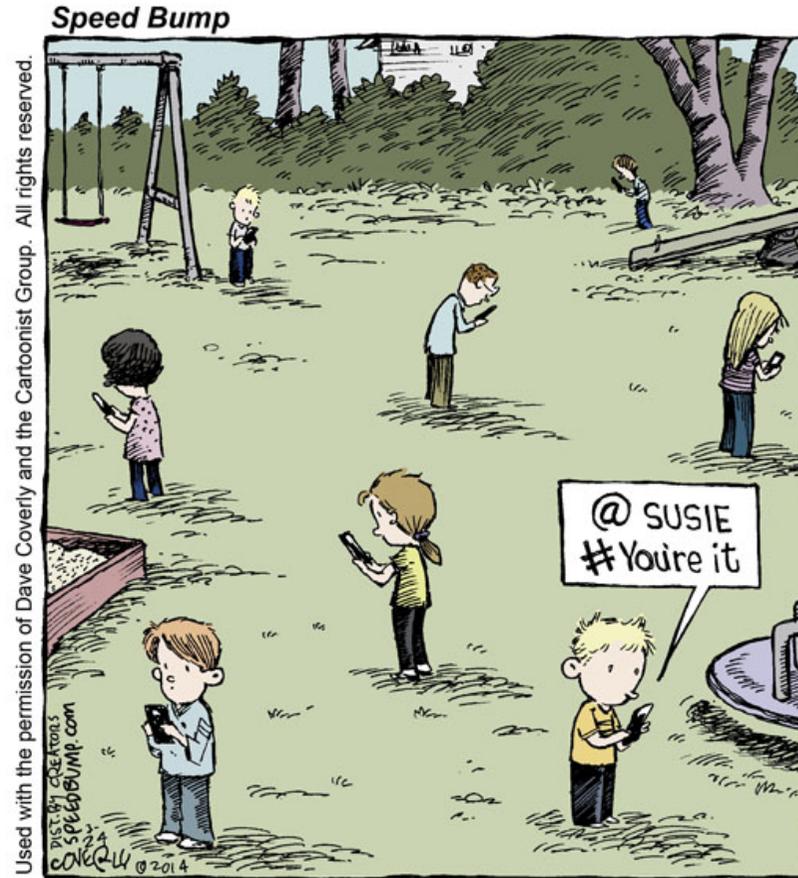
Discussion and Comments



Girls Matter!

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Is this the future?



Resources

- SAMHSA's Girls Matter! <http://www.tinyurl.com/girlsmatter2014>
- Other SAMHSA resources <http://www.samhsa.gov>
- HHS, Office of Women's Health, girls health website www.girlshealth.gov
- HRSA Office of Women's Health, health & wellness <http://www.hrsa.gov/womenshealth/wellness/>
- Futures without Violence <http://www.futureswithoutviolence.org/>

Resources *continued*

- Interagency Working Group on Youth Programs, collaborative website <http://findyouthinfo.gov/>
- National Institute on Drug Abuse, teen website <http://teens.drugabuse.gov/>
- National Online Resource Center on Violence Against Women, Teen Dating Violence Special Collection <http://www.vawnet.org/special-collections/TDV.php>
- Federal collaborative website on bullying <http://www.stopbullying.gov/>

Announcements

- Please complete a brief satisfaction survey at <https://www.surveymonkey.com/s/DigitalGirls>. You will receive an email from Go to Webinar in the next hour with this link. It is also available in the chat box.
- The survey will be available for completion until Tuesday, May 27th. If you are seeking CEU credits you must complete it by close of business on that day.
- All qualified attendees for today's training will receive an email on June 10th from ceu@attcnetworkoffice.org with instructions for obtaining your certificate of attendance.

THANK YOU

We hope you enjoyed the presentation
and that you will join us for the
Sanctuary and Supports for Girls in Crisis on June 10.

