



PRESS RELEASE

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Attention: All News Editors/Reporters

Evidence-Based Social Media Policy to Protect Children and Youth

KINGSTON, Jamaica. Tuesday, May 12, 2026: The Government of Jamaica, through the Ministry of Health & Wellness will move forward with the development of a comprehensive, research-based policy framework to address the impact of social media on children and adolescents in Jamaica.

The announcement was made in Parliament on Tuesday (May 12) during the Sectoral Presentation of Minister of Health & Wellness, Dr. the Hon. Christopher Tufton, CD, MP, and forms part of the Ministry's C.A.R.E. Agenda, which focuses on issues impacting Jamaicans in the context of family and community health.

In outlining the initiative, Minister Tufton emphasised the growing concerns surrounding children's exposure to harmful online content, excessive screen time, cyberbullying, and the broader mental health implications associated with social media use among young people.

As part of the next phase of work, the Ministry will explore several key policy and intervention areas, including age-based regulation for social media access, stronger platform accountability measures, the establishment of national digital health guidelines, and the introduction of school-based digital wellness education programmes.

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The initiative will also examine the expansion of youth mental health services, public awareness campaigns targeting parents and caregivers, and the development of a national surveillance system to monitor social media usage patterns and related mental health outcomes among children and adolescents.

Minister Tufton noted that the policy direction is being informed by data and public consultation following the completion of a national study examining public perceptions regarding the regulation of social media use by minors.

"With the completion of this national study on public perceptions of social media regulation for minors, the Government will now move decisively into the next phase of action. We will translate these evidence-based findings into a clear policy framework by developing and assessing regulatory options, and engaging key stakeholders, including parents, educators, youth representatives, and digital platform providers, to ensure that any measures introduced are balanced, practical, and in the best interest of our children," the Minister stated.

He added that this consultative and structured approach will guide the preparation of a comprehensive national policy for the regulation of social media, while supporting healthier digital habits and safeguarding the mental and emotional well-being of Jamaica's youth.

The Ministry of Health & Wellness reaffirms its commitment to advancing policies that strengthen family and community health while responding proactively to emerging public health challenges in the digital age.

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