DIGITAL TRANSFORMATIONS FOR HEALTH LAB
GOVERNING HEALTH FUTURES 2030

Lancet Series on digital determinants of health

Press and launch impact report
November 2026

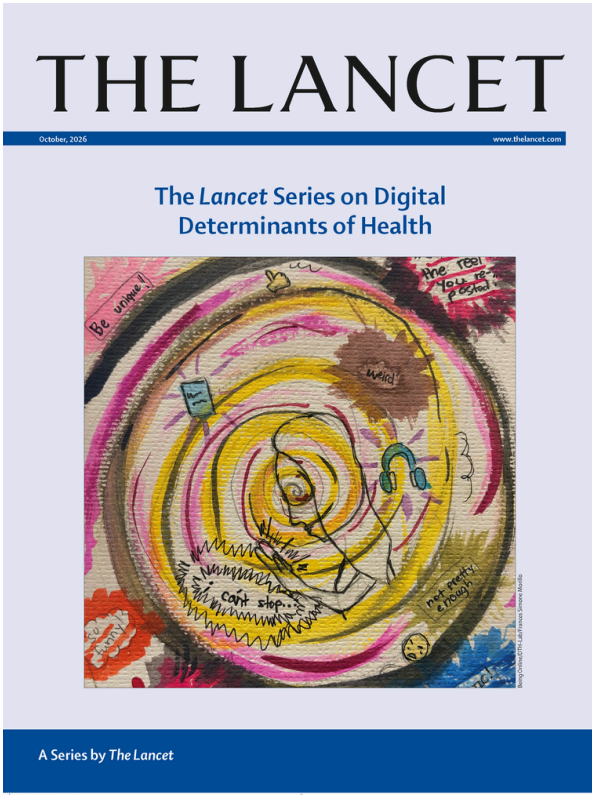
Campaign at a glance

Media coverage
160+

Country media reach
29

Webinar viewers
1K

Social media engagements
50K+



Media highlights



CBC News, Canada: Study calls for public health action on kids' screen time

Author Jay Shaw, University of Toronto, interviewed for online article and video report framing problematic use as a public health concern



Independent, UK: Global action urged over digital media's harm to young people's mental health

Quotes DTH-Lab's Ilona Kickbusch: "Governments have let technology companies write their own rules, leading to business models built to capture attention and collect data, with health treated as an afterthought.



Der Kurier, Austria: Social Media macht bewusst süchtig

"Social media is intentionally addictive" print article with Barbara Prainsack, University of Vienna. Also covered online.

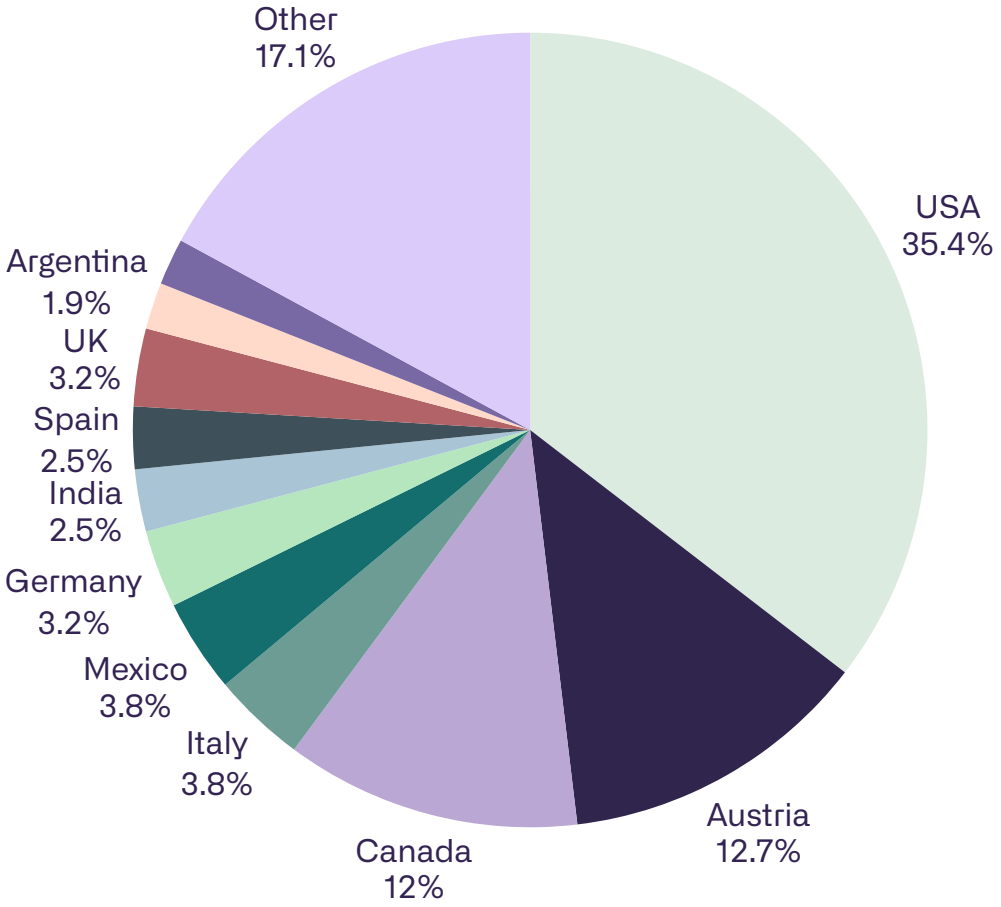


Cape Talk Radio, South Africa: Study finds problematic digital use causes harm

Louise Holly, DTH-Lab, joines Afternoon Drive with John Maytham to discuss emerging evidence and the need to take action now.

Media breakdown

Coverage across 29 countries



Source: Lancet press team

Other comprises: Serbia (3), Taiwan (3), Bolivia (2), Brazil (2), Croatia (2), South Africa (2), Switzerland (2), Chile (1), China (1), Colombia (1), Dominican Republic (1), Ireland (1), Malaysia (1), Morocco (1), New Zealand (1), Pakistan (1), Paraguay (1), Singapore (1).

Main angles in coverage

- Regulation beyond bans: screen time limits and age bans alone are not enough; broader regulation of platforms is needed (Canada, Austria, Mexico)
- Tobacco-industry comparison: tech companies following the tobacco playbook (Kurier, Kronen Zeitung)
- Scale of harm: 2.8 million years of healthy life lost among young people (Daily Mail, El Economista)
- Practical advice for parents: CNN feature and its syndications
- Call for action now: the evidence is strong enough to act (EFE-style Spanish-language copy, Hindustan Times, newswires)
- The Daily Mail led on the 2.8 million figure - causal headline.
- BBC (UK) expressed interest in interviews but later ran an article on BBC Health Check discussing the papers

Full list of coverage in Annex

Global launch online



Unsafe by design? Launch details

- Launched on 5 October on zoom with over 500 live viewers and 700 YouTube views to date.
- Opened by **Dr Tedros Adhanom Ghebreyesus**, Director General of WHO and moderated by Richard Horton, Lancet Editor-in-Chief.
- **Series evidence** presented by Ben Abbott (Lancet) Louise Holly (DTH-Lab), Jay Shaw (University of Toronto) & Barbara Prainsack (University of Vienna)
- Youth Advisor to the Series, Salman Khan, discussed **lived experiences** with Savera Sidhu & David Correia 5Rights Youth Council members
- **The big discussion: What does public health action look like?** panel discussion with Ilona Kickbusch (DTH-Lab), Maria Melchior (Co-Chair Special panel on child safety online - EU). Sean Blaschke (UNICEF), Matthew Bergman (Social Media Victims Law Center)

1.3K+ Registrations

500+ LIve viewers

700 YouTube views

13 Speakers

10 Launch partners



"We need stronger evidence, better governance, greater transparency and accountability, and safety by design."

Dr Tedros Adhanom Ghebreyesus, Director General of WHO

"This isn't just a health issue, it is a human survival issue."

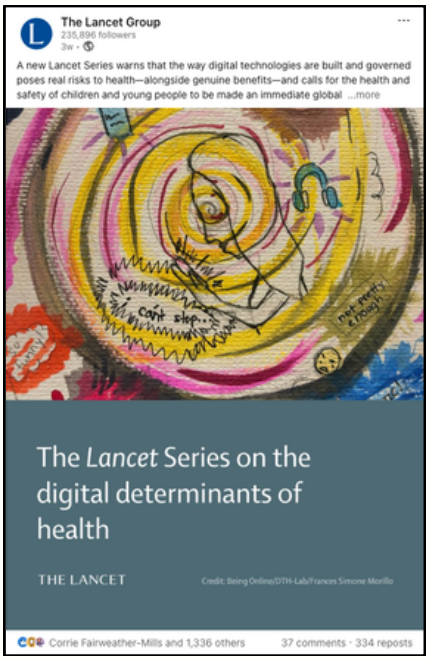
Richard Horton, Lancet Editor-in-Chief

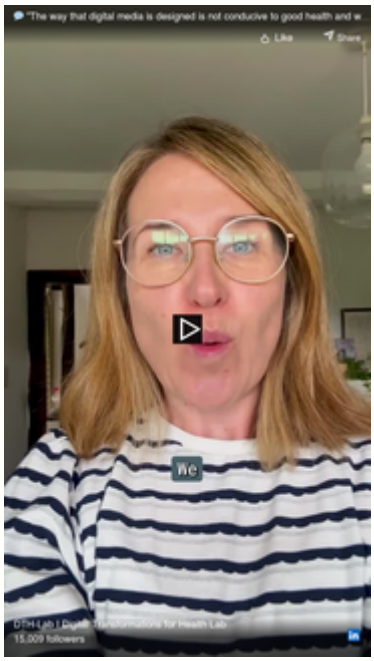


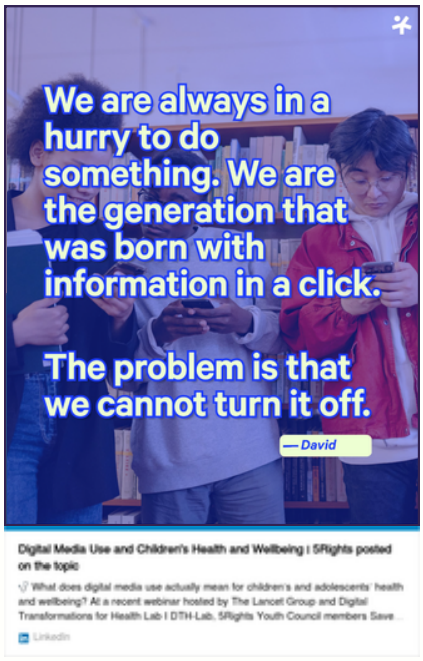
Social media

Social media highlights

- The Lancet webinar invite on LinkedIn performed excellently with **3,500+ impressions**, 7.6% engagement and 300+ reposts.
- The Lancet LinkedIn post (pictured) launching the Series had **300+ reposts**
- Lancet Series Editor Ben Abbott's post received **100+ interactions**
- On Instagram, the inital Lancet announcement had **1,500+ engagements**
- Social media posts directed over **5,000 visits to the Series hubpage** in the first week
- The author videos on YouTube received **1000+ views** in total a few days post launch.
- **Over 3,300 visitors** to the Unsafe by Design event webpage.





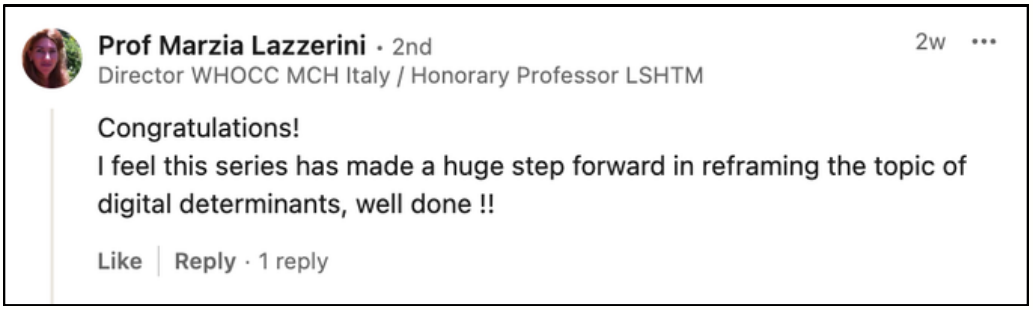


Sean Blaschke, UNICEF on LinkedIn:

> For UNICEF, and for the ministries we work alongside, digital health can no longer stop at the edge of the health system's own tools. Health, and children, belong in the rooms where digital environments are governed, and any safety setting built for a child in Paris should be on for every child, the same day.

3.3K+
Event page visitors

41K+
Impressions on LinkedIn posts



Annex: full media links

National and international

Outlet	Country	Headline	Link
CNN	United States	Digital media can be toxic, but your kid will likely use it anyway. Can you make it	View
CNN en Español	United States	Los medios digitales pueden ser tóxicos, pero tu hijo los usa de todos modos. ¿Puedes	View
El País	Spain	El móvil impacta en la calidad de vida como la renta o la educación*	View
CBC News	Canada	Kids and young adults are addicted to screens. New research argues it may be a	View
CBC News (video)	Canada	Video report*	View
The Independent	United Kingdom	Global action urged over digital media's harm to young people's mental health	View
The Independent (US edition)	United States	Global action urged over digital media's harm to young people's mental health	View
Daily Mail (US edition)	United States	Scrolling on social media responsible for 2.8 million years spent depressed, major review	View
Global News	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
Hindustan Times	India	Scale of digital media use and its harmful effects justify action now: The Lancet	View
Hindustan Times (HT Explainers)	India	Largest review yet ties addictive screen habits to poorer mental health in the young	View
Fast Company	United States	Is digital media bad for young people? 'Lancet' series explores research	View
Infobae	Argentina	Lancet: Las actuales pruebas del daño a la salud en el entorno digital justifican actuar	View
Der Standard	Austria	Vergleiche mit Altersgrenze für Alkohol: Neue Forschungsergebnisse zum Social-Media-	View
Der Standard (.de edition)	Germany	Vergleiche mit Altersgrenze für Alkohol: Neue Forschungsergebnisse zum Social-Media-	View
Kurier	Austria	Social-Media-Verbot: „Tech-Konzerne agieren nach dem Drehbuch der	View
Die Presse	Austria	Social-Media-Verbot für Kinder ein „wichtiges Puzzlestück", aber nicht	View
Kronen Zeitung	Austria	Ähnliche Strategie wie bei Tabakkonzernen	View
ORF Science	Austria	Social-Media-Nutzung: Forschende für breitere Regulierung	View
El Espectador	Colombia	Por efectos perjudiciales de medios digitales en niños, expertos piden "medidas	View
El Economista	Spain	Un macroestudio cifra el coste del abuso digital: 2,8 millones de años de vida	View
ABC Color	Paraguay	Lancet: Las actuales pruebas del daño a la salud en el entorno digital justifican actuar	View

SWI swissinfo.ch (Spanish)	Switzerland	Lancet: Las actuales pruebas del daño a la salud en el entorno digital justifican actuar	View
Focus	Italy	Il Lancet: giovani e smartphone, servono misure immediate	View
ETV Bharat	India	The Lancet: Scale of Young People's Digital Media Use and Emerging Evidence of Harm	View
oe24	Austria	Social-Media-Verbot: Altersgrenze alleine reicht nicht‡	View
i News	United Kingdom	Three ways social media is harming young people‡	View
Index.hr	Croatia	Utjecaj digitalnih medija na zdravlje mladih: Što kaže znanost?	View
Radio-Canada	Canada	Mga bata, kabataan naaadik sa screens. Ito ay maaaring problema sa kalusugan ng publiko |	View
La Nación	Argentina	El móvil impacta en la calidad de vida como la renta o la educación	View
CTV News	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
Crónica	Mexico	Lancet: Las actuales pruebas del daño a la salud en el entorno digital justifican actuar	View
Radio-Canada	Canada	Kids and young adults are addicted to screens. New research argues it may be a public health	View
Index.hr	Croatia	Digitalni mediji mogu biti toksični: Kako ih učiniti zdravijima za djecu?	View
UDN	Taiwan	滑手機背上龐大健康債 人類因沉迷螢幕集體慘賠「280萬年健康」	View
CapeTalk (Primedia+)	South Africa	Study finds problematic digital use causes harm‡	View

Regional and local

Outlet	Country	Headline	Link
Salzburger Nachrichten	Austria	Forschende für breitere Regulierung von Social-Media-Nutzung	View
Oberösterreichische Nachrichten	Austria	Social-Media-Verbot: Forschende plädieren für breitere Regulierung	View
Tiroler Tageszeitung	Austria	Forschende für breitere Regulierung von Social-Media-Nutzung	View
Salzburg24	Austria	Schlaflos und depressiv: Forscher fordern strengere Regeln für Social Media	View
Vienna.at	Austria	Forschende fordern umfassendere Social-Media-Regulierung	View
Vol.at	Austria	Forschende fordern umfassendere Social-Media-Regulierung	View
Winnipeg Free Press	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
Medicine Hat News	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
Kelowna Daily Courier	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
Brandon Sun	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
The Chronicle-Journal	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
Lethbridge Herald	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
InfoNews	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
KION Central Coast (CNN affiliate)	United States	Digital media can be toxic, but your kid will likely use it anyway. Can you make it healthier?	View
KION Central Coast (CNN Spanish)	United States	Los medios digitales pueden ser tóxicos, pero tu hijo los usa de todos modos. ¿Puedes hacer	View
KTBS	United States	Digital media can be toxic, but your kid will likely use it anyway. Can you make it healthier?	View
Kleine Zeitung	Austria	Forschende für breitere Regulierung von Social-Media-Nutzung‡	View
NÖN (Niederösterreichis	Austria	Forschende für breitere Regulierung von Social-Media-Nutzung‡	View
BVZ (Burgenländische	Austria	Forschende für breitere Regulierung von Social-Media-Nutzung‡	View
News.at	Austria	Forschende für breitere Regulierung von Social-Media-Nutzung‡	View
CTV News Kitchener-Guelph	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
CP24	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
Diario de Morelos	Mexico	Pantallas y salud: un macroestudio de 9 millones alerta del riesgo social del entorno	View
Radio 3 Cadena Patagonia	Argentina	Uso excesivo de pantallas podría asociarse a la depresión juvenil	View

Portals and syndication

Outlet	Country	Headline	Link
CBC Radio Syndication	Canada	Interview with Jay Shaw	
Yahoo News Canada	Canada	Kids and young adults are addicted to screens. New research argues it may be a public health	View
Yahoo News Canada	Canada	Here's why screen time limits aren't enough to tackle problematic social media use: experts	View
Yahoo Finance Canada	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
Yahoo Movies Canada	Canada	Screen time limits not enough to tackle problematic social media use: experts	View
Yahoo News Australia	Australia	Global action urged over digital media's harm to young people's mental health	View
Yahoo Health	United States	Digital media can be toxic, but your kid will likely use it anyway. Can you make it	View
AOL UK	United Kingdom	Global action urged over digital media's harm to young people's mental health	View
Yahoo News (US)	United States	From nearsightedness to self-harm: Meta-review looks at how digital media impacts	View
Yahoo News Malaysia	Malaysia	Global action urged over digital media's harm to young people's mental health	View
Yahoo News New Zealand	New Zealand	Global action urged over digital media's harm to young people's mental health	View
MSN (Austria)	Austria	Vergleiche mit Altersgrenze für Alkohol: Neue Forschungsergebnisse zum Social-Media-	View

Outlet	Country	Headline	Link
Brandaktuell	Austria	Lancet-Studie warnt vor Folgen intensiver Social-Media-Nutzung bei Kindern‡	View
Brandaktuell	Austria	Neue Studien stützen Debatte über Social-Media-Altersgrenzen‡	View
Ad-Hoc-News	Germany	Mehr als 2 Stunden Bildschirmzeit: Millionen gesunde Lebensjahre gefährdet‡	View
Ad-Hoc-News	Germany	Social Media und Kinder: Lancet-Forschende fordern mehr als Verbote‡	View
Ad-Hoc-News	Germany	WellSpent: Personalisierte Hinweise senken App-Nutzung um 29 Minuten täglich‡	View
HeadTopics		Three ways social media is harming young people‡	View
Pressbee		Three ways social media is harming young people‡	View
Pigeons.news		Global action urged over digital media's harm to young people's mental health‡	View
Newswav		Global action urged over digital media's harm to young people's mental health‡	View
inkl		Global action urged over digital media's harm to young people's mental health‡	View
Conven	Switzerland	Global action urged over digital media's harm to young people's mental health‡	View
Radio Kollasuyo	Bolivia	El móvil impacta en la calidad de vida como la renta o la educación	View
iNoticias	Chile	El móvil impacta en la calidad de vida como la renta o la educación	View
Surat Khabar	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
ChillHype	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
The Healthier Web	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
5 Stars Discovery	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
Lookout Style	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
The Travel Trooper	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
Time to Visit Here	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
Voyage Times	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
Life Voyageurs	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
Life Ponds	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View
In The Headline	United States	Kids and young adults are addicted to screens. New research argues it may be a public health	View

Outlet	Country	Headline	Link
Travel Stylo	United States	Kids and young adults are addicted to screens. New research argues it may be a	View
Taleout	United States	Kids and young adults are addicted to screens. New research argues it may be a	View
Daily Dispatcher	United States	Kids and young adults are addicted to screens. New research argues it may be a	View
WXOW	United States	Los medios digitales pueden ser tóxicos, pero tu hijo los usa de todos modos. ¿Puedes hacer	View
Europe Says	United States	Lancet research calls for big tech regulation to reduce addictive design features	View
Europe Says	United States	Largest review yet ties addictive screen habits to poorer mental health in the young	View
Europe Says	United States	Social-Media-Nutzung: Forschende für breitere Regulierung	View
Hot-News.it	Italy	Screen addiction in youth: Lancet study urges tech	View
My-PersonalTrainer	Italy	Tempo davanti agli schermi: 2,8 milioni di anni di vita in buona salute persi e il ruolo del	View
Archynewsy	United States	Experts Urge Action on Social Media to Protect Youth Health: The Lancet	View
JFeed	United States	Heavy screen time linked to cognitive harm in children—study	View
Sing Tao USA		《柳葉刀》研究：20%青少年抑鬱與螢幕時間相關 專家教家長引導	View
Hot-News.it	Italy	Prainsack warns social media mimics tobacco industry tactics	View
Europe Says	United States	Los medios digitales pueden ser tóxicos, pero tu hijo los usa de todos modos. ¿Puedes hacer	View
TIGMX	United States	Hasta 1 de cada 5 casos de depresión en jóvenes podría estar asociado con el uso	View
Epoch Times (Taiwan)	Taiwan	兒少數位風險增 專家：家庭教育與平台責任並重	View
Epoch Times		兒少數位風險增 專家：家庭教育與平台責任並重	View
Notibol	Bolivia	El móvil impacta en la calidad de vida como la renta o la educación	View
BizLife	Serbia	Veliko istraživanje otkriva zabrinjavajuće veze	View
2oceansvibe	South Africa	2.8 Million Years Lost To Scrolling	View
Naslovi.net	Serbia	Mladi, ekrani i zdravlje: Veliko istraživanje otkriva zabrinjavajuće veze	View
Sun Media	Taiwan	新研究揭示兒童青少年螢幕成癮風險 恐成全球公共衛生隱憂	View
My-PersonalTrainer	Italy	L'impatto dei media digitali su bambini e adolescenti, studio The Lancet	View
Lado.mx	Mexico	Impacto de las tecnologías digitales en la salud de los jóvenes es consecuencia de los	View

Outlet	Country	Headline	Link
Buzos	Mexico	Uso excesivo de pantallas de dispositivo móviles afecta la salud mental de niños y	View
Buzos	Mexico	Uso excesivo de pantallas de dispositivo móviles afecta la salud mental de niños y	View
The Daily US News	United States	Screen time limits not enough to tackle problematic social media use: experts	View
Walaw Press	Morocco	Excessive screen use linked to millions of years of health burden among young people	View
ConSalud	Spain	Más allá del tiempo frente a la pantalla: los determinantes digitales amenazan la salud	View
BizLife	Serbia	Telefon, društvene mreže, igrice: Kako digitalni svet oblikuje navike	View
Merit Times		滑手機停不下來？900萬年輕人研究揭健康代價	View
UrduPoint	Pakistan	Constant Social Media Scrolling Causes Increase In Depression And Other Mental And	View
World Journal	United States	研究：每天滑手機逾2小時傷身心 全體人類已賠上280萬年健康	View