

Fast Facts

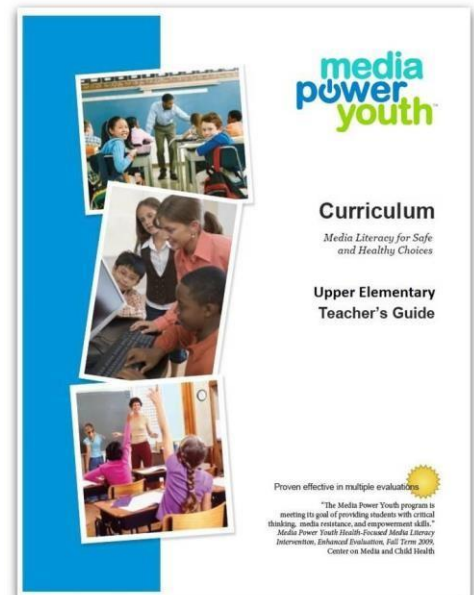
Media Literacy for Safe and Healthy Choices (Grades 4-6)

The Media Power Youth Upper Elementary Curriculum, *Media Literacy for Safe and Healthy Choices*, is an evidence-based, comprehensive classroom curriculum on **media literacy's core concepts** applied to: **violence prevention, bullying, substance use, and healthy food choices.**

The curriculum includes all the materials needed to assist students in becoming critical consumers and responsible producers of healthy media messages.

Evidence-Based, Proven Effective in Recent Research

Media Literacy for Safe and Healthy Choices is listed on SAMHSA's National Registry for Evidence-based Programs and Practices (NREPP) "as effective for improving knowledge, attitudes, and beliefs about media effects on violence, bullying, alcohol use, smoking, and food choices."



Drawing on the best available research on media literacy and health education, the curriculum was evaluated and proven effective in research by the Center on Media and Child Health (Children's Hospital Boston, Harvard School of Public Health and Harvard Medical School).

- ✓ **Meets national and state standards**
Meets national and state learning standards in multiple disciplines, aligned with Common Core
- ✓ **Qualifies for multiple categories of funding**
Meets requirements for multiple federal, state, and local funding sources

Designed for integration

Encompasses elements of multiple subject areas to allow for easy integration and opportunities for content elaboration and reinforcement in other subject areas, including:

- Guidance
- Language Arts
- Technology/Media
- Social Studies
- Art
- Health
- Math
- Science

Self-contained

Includes everything needed for classroom implementation

- Teacher's Guide including all lesson plans, handouts, images and student worksheets
- Media for all lessons

Educational Requirements

- Teacher training, available online or in person, is required for fidelity to evaluation.
- At a minimum, five periods are required to teach the core lessons to provide grounding in media literacy concepts through the lens of violence prevention.
- Thirteen classroom periods are required to implement the full curriculum
- Teachers will need access to technology to show media examples and will need to provide students with means to create their own digital or hand drafted media.

Scope and Sequence

Unit	Sequence	Lesson	Student Learning Objectives <i>Students will demonstrate the ability to</i>
Intro	1	What Are Media?	<ul style="list-style-type: none"> • identify different forms of mass media • report the three functions of media as informing, entertaining and persuading • describe how media affect people and how media affect brains and bodies
	2	Effects of Media Violence	<ul style="list-style-type: none"> • describe the connection between media and health • recognize that media violence can influence how people behave and feel
Unit 1	3	Violence in Media: Creating a Media Smart Message	<ul style="list-style-type: none"> • describe how media are constructed • compare violence in works of art to violence in mass media • analyze the purpose of media
	4	Violence in Media: Constructing an Anti-Bullying Storyboard (Part 1 of 2)	<ul style="list-style-type: none"> • recognize that all media are constructed • recognize how storyboarding is used in the construction of movies and advertisements • analyze how media use violence to resolve conflict more often than violence occurs in real life • comprehend that conflict scenarios involving bullying behavior can be resolved without violence
	5	Violence in Media: Constructing an Anti-Bullying Storyboard (Part 2 of 2)	
Unit 2	6	Tobacco & Alcohol Influences in Media	<ul style="list-style-type: none"> • identify various social pressures relating to substance use • describe five advertising strategies used to sell tobacco
	7	Advertising Can't Trick Me	<ul style="list-style-type: none"> • analyze tobacco and alcohol advertising strategies • demonstrate the ability to resist advertising pressures
	8	Creating Anti-Tobacco and Anti-Alcohol Ads (Part 1 of 2)	<ul style="list-style-type: none"> • identify and describe advertising strategies that are used to sell tobacco and alcohol • apply advertising strategies to create messages promoting healthy behavior • comprehend the concept of advocacy
	9	Creating Anti-Tobacco and Anti-Alcohol Ads (Part 2 of 2)	
Unit 3	10	Media and Food Advertising	<ul style="list-style-type: none"> • describe the characteristics of healthy snacking • identify healthy and unhealthy ingredients on nutritional labels • identify common advertising and packaging strategies to influence snack choices
	11	Don't be Tricked by Snack Advertising	<ul style="list-style-type: none"> • describe how the name of a food may be misleading • identify techniques used to promote snack foods • identify ways to resist misleading advertising
	12	Junk Food Monster and Healthy Hero (2 Part Lesson)	<ul style="list-style-type: none"> • distinguish healthy and unhealthy ingredients in snack foods • analyze nutritional label information • recognize the additives that snacks can contain • construct media messages that influence others to choose healthy foods

To bring *Media Literacy for Safe and Healthy Choices* to your school or community, please visit www.mediapoweryouth.org or contact us at 603.222.1200