

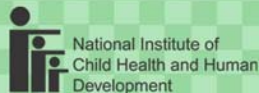
Media-Smart Youth

A Curriculum for After-School Programs

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NIH Health Communications Forum

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Presentation Goals

- Origin and basis for program
- Features of the program
- Formative research & pilot test
- Next Steps



Basis for Program

- DHHS Youth Media Campaign
- Extensive testing and input from youth and youth serving organizations
- Communications theories/traditions



Basis for Program

- Stages of change construct
 - Precontemplation
 - Contemplation
 - Decision
 - Action
 - Maintenance
- Theory of reasoned action
 - Intention as important predictor of behavior change
- Learn by doing



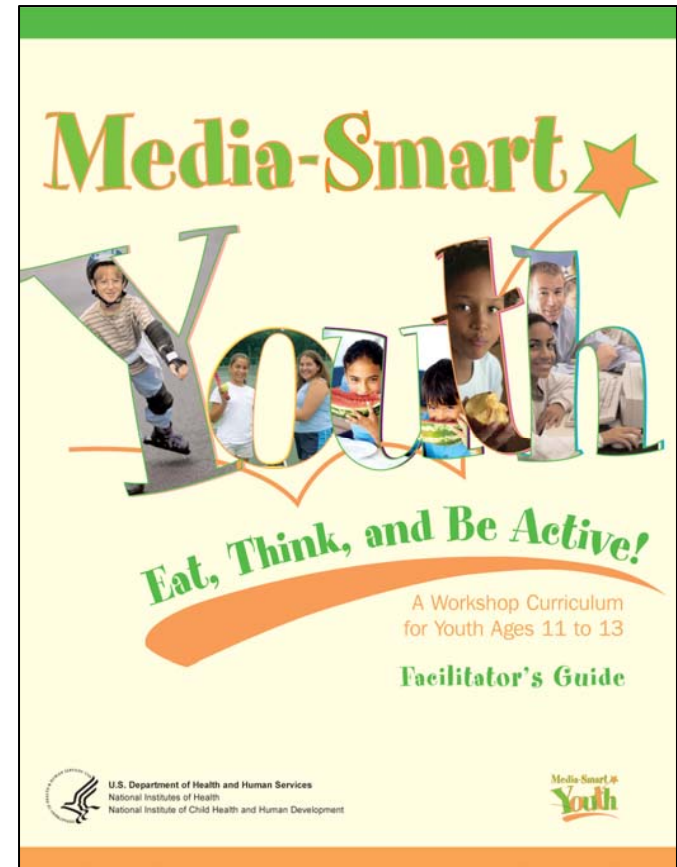
Program Goals

- Create awareness of media's role in influencing choices concerning physical activity and nutrition
- Build critical thinking and media analysis skills to help youth make informed choices regarding physical activity and nutrition
- Encourage youth to establish healthy habits now to last into adulthood



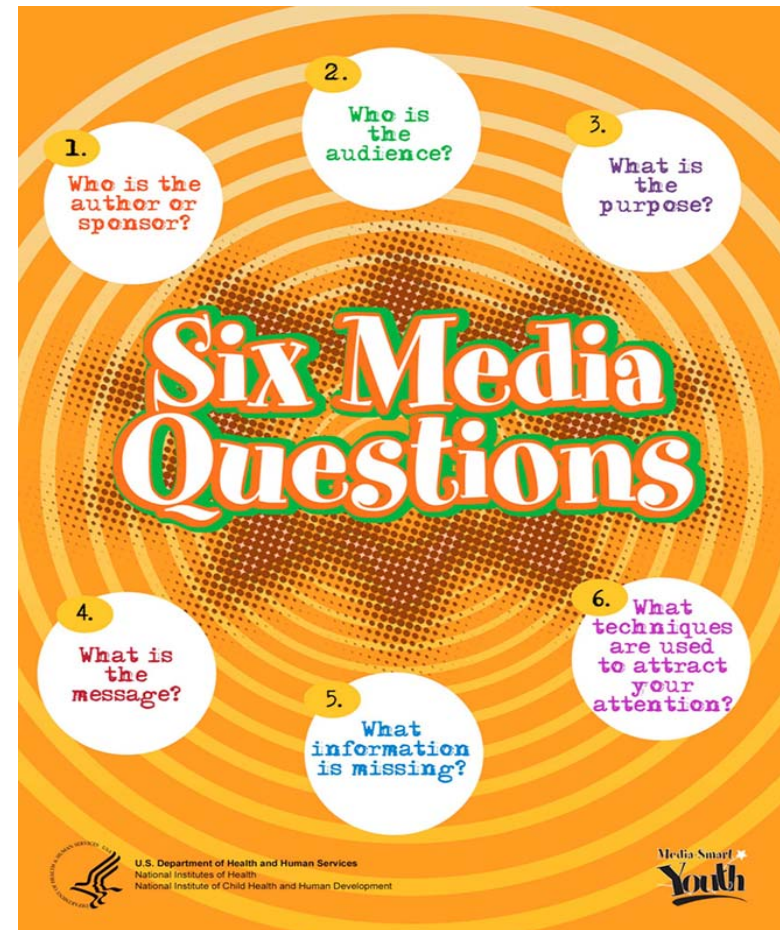
Program Features

- After-school curriculum for youth ages 11-13 y.o.
- Facilitator's Guide includes 10 highly interactive and fun lessons



Program Features

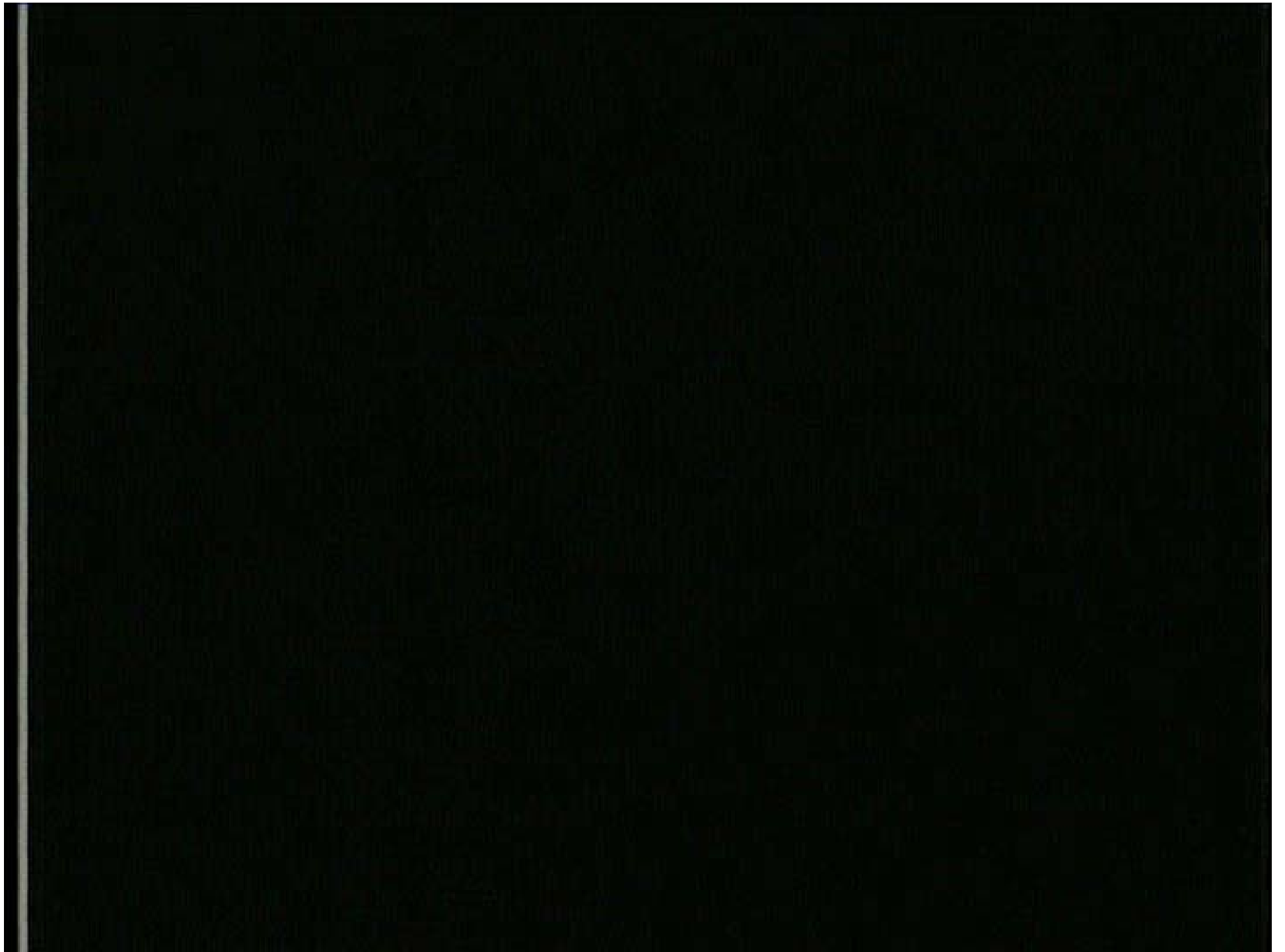
- Content includes:
 - Media analysis
 - Nutrition
 - Physical activity
 - Media production skills
- Other materials
 - Media Questions Poster
 - Video/DVD

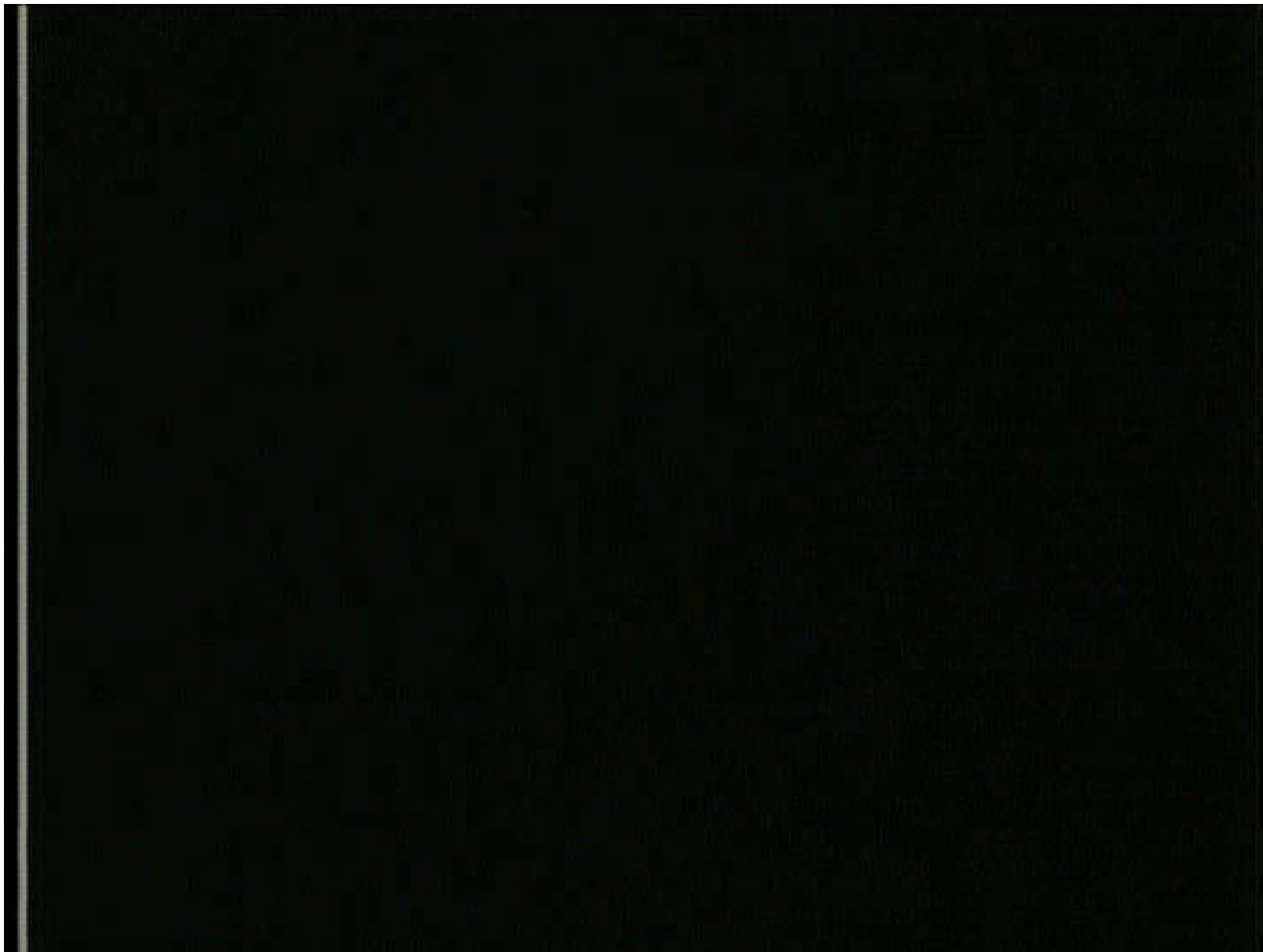




How do youth become “Media-Smart”?

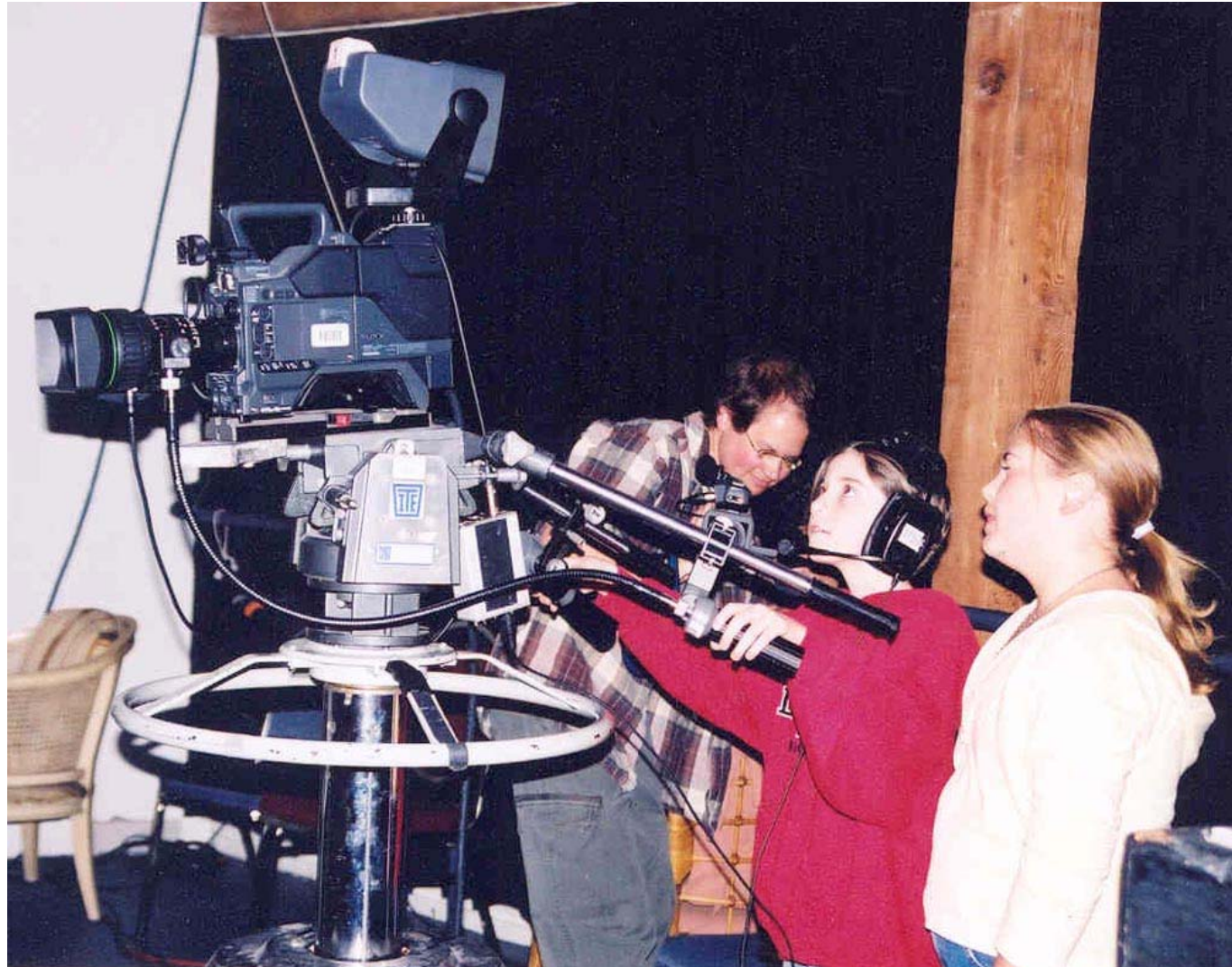
- Critical thinking skills
 - Access information
 - Analyze & explore message construction
 - Evaluate implicit and explicit messages
- Creative production skills
 - Work with Media Partner to create messages
 - Communicate messages to peers ages 9-13 y.o.







 Pilot Site: Minneapolis, MN





 Pilot Site: Washington, DC





Pilot-test Objectives

- Formative research
- What we were looking for:
 - Applicability in after-school environment
 - Ease of use/flexibility
 - Youth engagement



Formative Research: Key Findings

- Flexibility
- Reorganization and balance of content
- Youth involvement/"after-school" feel
- Media partner involvement/guidance
- Link to education standards



Next Steps

- Finalize design & printing
- Launch and begin promotion
- Evaluation: 2005-2006
 - Measure behavioral intent
 - Assess skill in media analysis





Summary

Media-Smart Youth is...

- Well-researched and tested
- Grounded in communications and youth development principals
- Exciting and fun for young people
- Eagerly anticipated by youth-serving organizations



Media-Smart Youth

