

BRIEF PROGRAM DESCRIPTION

The Youth Media Network program encourages young people to use the power of communication and their own creative talents to address peers about the importance of a healthy, tobacco-free lifestyle. Suggested projects include a news story, feature story, editorial, public service announcement (PSAs), rap, poem, cartoon, video, letter-writing campaign, a game involving international issues, neighborhood cleanup project focusing on tobacco in the environment, walkathon and personal resolutions.

SPECIFIC OUTCOMES

- Increases student tobacco knowledge and health information
- Provides students with the means to communicate their feelings to peers
- Increases skills and involvement to take action to counter the tobacco industry's influence advocacy

AUDIENCE CHARACTERISTICS

Age Range: Youth ages 8-18

Grade: Grades 3-12

Gender: Both Male and Female

PROGRAM DETAILS

Type of Program: Prevention

Audience Size: Minimum 8 / Maximum 30

of Lessons: Up to 12 activities

Duration of Implementation: Flexible

IMPLEMENTATION ESSENTIALS

To replicate with fidelity:

- Complete 1-12 lessons (flexible)

HOW IT WORKS

The program combines information about specific tobacco-related topics with advocacy and media activities. Students develop PSAs, articles, news releases, essays, skits and radio drama to promote an anti-tobacco message. The lesson plans help educators plan and organize the lessons on tobacco use prevention around student advocacy projects by providing project challenge, objectives, concepts/skills linked to National Health Education Standards, materials and preparation, background information about tobacco use, "startling facts", and directions about how to plan and create a variety of media projects



MATERIALS AND TRAINING

Required Materials

Program Kit with 12 lessons - \$29.95

PROGRAM CONTACT

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