

BRIEF PROGRAM DESCRIPTION

Media Detective is an evidence and activity –based media literacy program for use with 3rd – 5th grade students designed to delay or prevent tobacco and alcohol use. The program engages students from the first moment of class until the final lesson with interactive activities, hands-on practice and small group work. Through 10 lessons of interactive activities, hands on practice and small group work, students discover the media world around them and develop critical thinking skills to better understand media messages so that they may apply those critical thinking skills to everyday situations.

SPECIFIC OUTCOMES

- Reduction in intent to use tobacco products among students who reported previous tobacco or alcohol use.
- Improvement in self-efficacy to resist using tobacco and alcohol in the future among students who reported previous use of a tobacco or alcohol product.
- Reduction in boys' interest in alcohol-branded merchandise (i.e. toys, clothing & household objects emblazoned with beer brand names and logos.)
- Improved media message deconstruction skills.

PROGRAM DETAILS

Audience Size: Maximum of 30 students

Age Range: Youth ages 8 – 10

Grade: Grades 3 – 5

Gender: Both Male and Female

of Lessons: 10 classroom lessons

Length of Sessions: 45 minutes

Duration of Implementation:

One lesson per day, presented sequentially

Training: Required

HOW IT WORKS

Students enroll in Media Detective School for two weeks and explore media literacy lessons with their teacher, accompanied by dog and cat detective duo Snoop and Scoop. During ten lessons, students are taught to unravel the mysteries associated with media messages and advertisements. As successful Media Detectives, they will be able to stop and think critically before accepting media messages particularly positive and persuasive media messages about alcohol and tobacco use.



IMPLEMENTATION ESSENTIALS

To replicate with fidelity:

- The teacher should complete the Media Detective Teacher Training
- Review the Teacher's Manual
- Cover all program activities outlined in the Teachers Manual with the students.
- Use the Fidelity Checklist to monitor adherence to the program sections.

MATERIALS

Required Materials

Curriculum Kit - \$210 per kit

Media Detective Student Notebook (3rd grade & 4th-5th grade versions) (10-pack) - \$24

Optional Materials

- Overhead Transparencies of Media Examples - \$58
- Media Detective Bookmarks (30-pack) - \$3.75
- Replacement CD of Media Examples - \$5
- Media Detective Parent Night – Contact iRT for more information.

Training (Required)

Implementation training is required. Training is a 6 hour web-based course. Cost is \$75 per person.

PROGRAM CONTACT

For material information, contact:

Dr. Tracy Scull or Jordan Price
1415 W. NC Highway 54, Ste 121
Durham, NC, 27707
Phone: (919) 493-7700
Fax: (919) 493-7720
E-mail: tscull@irtinc.us

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ADDITIONAL INFORMATION

Website: www.irtinc.us/products

Program Information Worksheet

SAMHSA's National Registry of Evidence– Based Program & Practices (NREPP) Review Documents