

BRIEF PROGRAM DESCRIPTION

Media Ready is an evidence and activity-based media literacy program for use with 6th – 8th grade students designed to delay or prevent tobacco and alcohol use. 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, particularly media messages about tobacco and alcohol products.

SPECIFIC OUTCOMES

- Reduction in the intent to use tobacco products.
- Improvement in critical thinking skills about media messages.
- Reduction in boys' intent to use alcohol products.

PROGRAM DETAILS

Age Range: Youth ages 11 – 14

Grade: Grades 6 - 8

Gender: Both male and female

Audience Size: Maximum of 30 students

of Lessons: 10 classroom lessons

Length of Sessions: 45 minutes

Duration of Implementation:

One lesson per day, presented sequentially

Training: Required

HOW IT WORKS

A stealth education approach is used in the program in that students learn to analyze advertisements for products such as clothes, toys, and food before applying these skills to analyzing tobacco and alcohol advertisements. The program aims to make students more active consumers and improve critical thinking skills used when making health decisions. Skills development in these areas is related to change youth's attitudes about tobacco and alcohol, and changes in intentions to use these substances. Program goals: 1) increase youth's awareness of the pervasiveness of media and advertising in their lives; 2) inform youth of the techniques of advertising to provide analytic tools for the deconstruction of media messages; 3) impact youth's media-related cognitions such as improving logical processing and increasing media skepticism; and 4) equip youth with media advocacy and production skills to create counter arguments to the messages promoted by tobacco and alcohol advertising companies.

IMPLEMENTATION ESSENTIALS

To replicate with fidelity:

- The teacher should complete the Media Ready 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 - \$105 per kit

Media Ready Student Workbooks (10-pack) - \$13.50

Optional Materials

Curriculum Kit with Transparencies - \$120

Key Questions Poster - \$5

Overhead Transparencies of Media Example - \$28

Key Questions Bookmarks (30-pack) - \$3.75

Common Implied Messages Bookmarks (30-pack) - \$3.75

Replacement CD of Media Examples - \$5

Training (Required)

Implementation training is required. Training is an 8-hour in-person workshop. Cost for onsite training is approx \$2,800 plus travel expenses (for up to 25 trainees). Cost for regional training is \$300/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

For program 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

ADDITIONAL INFORMATION

Website: www.irtinc.us/products

Program Information Worksheet

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