

Media-Smart Youth



Media-Smart Youth: Eat, Think, and Be Active!



Eunice Kennedy Shriver National Institute
of Child Health and Human Development



What is Media-Smart Youth?

Media-Smart Youth (MSY) is a **FREE** interactive education program for youth ages 11 to 13.

It's designed to empower young people to:

- Become aware of—and think critically about—media's role in influencing their health
- Make informed decisions about nutrition and physical activity
- Establish healthy habits that will last
- Create their own media products to educate their peers



Why was the program developed?

About one-third of youth in the United States are overweight or obese.

Several factors contribute to that:

- Reduced physical activity
- Poor diets
- High use of media
(tied to a sedentary lifestyle)
- Frequent exposure to ads
(many for less nutritious foods)

Each year, youth are exposed to 14,000-30,000 ads on TV alone.¹



The National Institutes of Health created MSY to promote healthy choices.

¹Kaiser Family Foundation.
(2007). *Food for Thought: Television Food Advertising to Children in the United States.*

What is covered in the curriculum?

Media-Smart Youth lessons promote:



Media Literacy



Good Nutrition



Physical Activity

How is the curriculum structured?

- Ten 90-minute lessons include:
 - Interactive learning activities, including *Mini-Productions*
 - Healthy snack breaks
 - Action breaks
- The *Big Production* is a capstone project, typically requiring an additional two to three sessions
- Optional pre- and post-curriculum activities gauge youth learning

Lesson 5

5 Motion Commotion— What Is Being Active?

Total Time | 90 minutes

- 80 minutes for **Activities** (includes **Action Break**)
- 10 minutes for **Snack Break**

Lesson Overview

This lesson focuses on physical activity. Youth learn about the importance of physical activity to good health. Youth brainstorm creative ways to be physically active, learn how to take their pulse, and practice doing different kinds of physical activities. For the *Mini-Production*, youth develop messages about physical activity for their peers and then create jingles that convey these messages.

Lesson Objectives

By the end of the lesson, youth will be able to:

- Explain what it means to be physically active.
- Explain why physical activity is important to good health.
- Calculate their pulse rate while at rest and after varying levels of physical activity.
- Write a media message to promote physical activity to their peers.

Lesson Activities

- **Activity A: What Is Physical Activity?** (25 minutes)
- **Snack Break: Terrific Tortillas** (10 minutes)
- **Activity B: Activities Fit To Be Tried** (25 minutes)
- **Activity C: Mini-Production: Physical Activity Jingles** (20 minutes)
- **Finishing Up the Lesson** (2 minutes)

A Note About Timing

The times suggested for the activities and the breaks are the minimum recommendations. If you have more than 90 minutes available, consider expanding the time you allow for activities, particularly *Activity C: Mini-Production* and the *Snack Break*.

Teacher's Preparation

• 6 Media Questions poster in a box

• 6 workstations in different rooms where youth can work in small groups. Each station should have flipchart paper to the wall or on an easel.

• Physical Activity Recommendations for "Young People" at the top of a sheet of flipchart paper. Copy the information in the box below. Post the sheet in the room and cover it for the discussion.

Activity Recommendation: People

Experts recommend that young people:

- Do 60 minutes (1 hour) or more of physical activity daily.
- Participate in physical activities that are appropriate for their age and are enjoyable so that these activities become a regular part of everyday life.
- Do a variety of physical activities.

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164 Lesson 5—Motion Commotion—What Is Being Active?



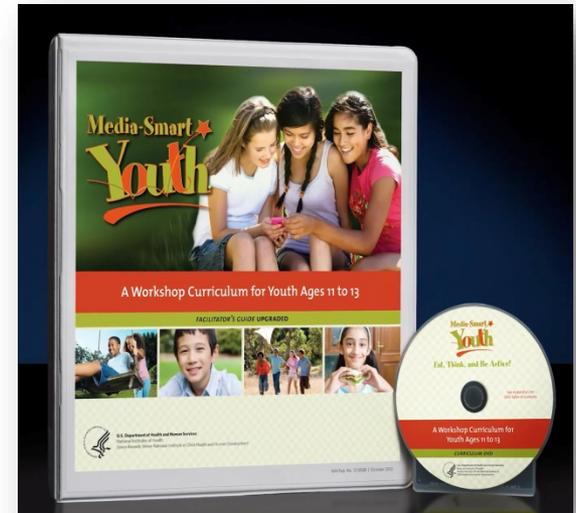
Does Media-Smart Youth work?

- MSY has been extensively tested and evaluated.
- Results from the 2009 evaluation: Youth who participated in MSY, compared to their peers who did not, showed:
 - An overall increase in knowledge and skills in nutrition, physical activity, media awareness, and media analysis
 - Increased intention to make more healthy choices, such as doing more weight-bearing activities, eating fewer high-fat snacks, and consuming more calcium
- The full evaluation report and more recent case studies from community sites are available online.

What resources are available?

All resources are FREE and available online for download or mail order, including:

- **Facilitator's Packet**
 - Step-by-step lesson instructions
 - DVD
 - 6 Media Questions poster
- **Train-the-Trainer Packet**
 - Presentation CD-ROM
 - Scripted activities to conduct training
 - Handouts for trainees



The Media-Smart Youth Program is:

- Grounded in science and youth development principles
- Well researched, tested, and evaluated
- Used and adapted by youth-serving organizations across the country
- Exciting and fun for young people
- Flexible and easy to use
- Available for free



How do I get started?



Order the free program materials at <http://www.nichd.nih.gov/msy>.

- Facilitator's Packet
- Train-the-Trainer Packet
- Evaluation and program fact sheets

Questions? Success stories?

Contact: MediaSmartYouth@mail.nih.gov, 1-800-370-2943