

# WHY DO WE NEED MEDIA-SMART YOUTH?

Media-Smart  
**Youth**

## THE PROBLEMS

YOU MAY HAVE NOTICED THESE NATIONAL TRENDS IN YOUR OWN COMMUNITY.

### RISING USE OF MEDIA



YOUTH AGES **11 TO 14** SPEND AN AVERAGE OF **8h 40min** EACH DAY USING MEDIA.<sup>1</sup>



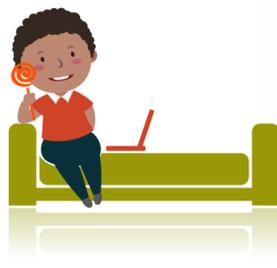
### EXPOSURE TO MARKETING



CHILDREN ARE EXPOSED TO BETWEEN **14,000 AND 30,000** ADS A YEAR, ON TV ALONE. THE MAJORITY ARE FOR FOOD—PRIMARILY **CANDY, CEREAL, AND FAST FOOD**.<sup>2</sup>

### REDUCED PHYSICAL ACTIVITY

ONLY ABOUT **1/2** OF YOUTH GET THE RECOMMENDED **60min+** OF MODERATE TO VIGOROUS PHYSICAL ACTIVITY A DAY.<sup>3</sup>



### POOR DIETS



NEARLY **40%** OF THE DAILY CALORIE INTAKE OF YOUTH AGES **2 TO 18** ARE **EMPTY CALORIES**.<sup>4</sup>

### OVERWEIGHT AND OBESITY

ABOUT **1/3** OF U.S. YOUTH AGES **2 TO 19** ARE OVERWEIGHT OR OBESE.<sup>5</sup>



## A SOLUTION



Order the free Facilitator's Packet

The National Institutes of Health developed the **Media-Smart Youth** program to help young people ages **11 to 13** make choices that reinforce **healthy behaviors**, including being **physically active** and **eating nutritious foods**. The program also aims to help youth gain **media smarts**. 

THE CENTERPIECE OF **MEDIA-SMART YOUTH** IS A FREE 10-LESSON CURRICULUM THAT PROMOTES:



Media Literacy



Good Nutrition



Physical Activity

## GET INVOLVED



Lead a **Media-Smart Youth** program in your community. Order the program materials **AT NO COST**.



**Who:** Youth leaders, parents, teachers, health educators, mentors, and others

**Where:** Youth-serving organizations, schools, camps, faith-based organizations

## FIND OUT HOW!

Visit <http://www.nichd.nih.gov/msy>

Call 1-800-370-2943



Eunice Kennedy Shriver National Institute of Child Health and Human Development

<sup>1</sup> Rideout, V. J., Foehr, U. G., & Roberts, D. F. (2010). *Generation M2: Media in the Lives of 8- to 18-Year-Olds*. Menlo Park, CA: Kaiser Family Foundation.

<sup>2</sup> Kaiser Family Foundation. (2007). *Food for Thought: Television Food Advertising to Children in the United States*.

<sup>3</sup> Institute of Medicine. (2013). *Educating the Student Body: Taking Physical Activity and Physical Education to School*. Washington, DC: The National Academies Press.

<sup>4</sup> Reedy, J., & Krebs-Smith, S. M. (2010). Dietary sources of energy, solid fats, and added sugars among children and adolescents in the United States. *Journal of the American Dietetic Association*, 110, 1477-1484.

<sup>5</sup> Ogden, C. L., Carroll, M. D., Kit, B. K., & Flegal, K. M. (2014). Prevalence of childhood and adult obesity in the United States, 2011-2012. *Journal of the American Medical Association*, 311(8), 806-814.