



Appendix L

The DVD At-A-Glance

Segment 1: *Welcome to Facilitators* is an overview and introduction for adults interested in implementing the Media-Smart Youth program. The segment provides information about the content of the program, the types of activities youth will do, and the structure of the curriculum. Organizations also may use this module to prepare staff and engage partners and funders. Running time: 6:37

Segment 2: *Voices of Experience*, designed for program facilitators and other staff, features testimonials from pilot-site facilitators and media partners. The segment offers tips and suggestions for recruiting youth and conducting the program, handling sensitive subjects, working with a media partner, and doing the *Big Production*. Running time: 8:26

Segment 3: *What Is Media-Smart Youth?* is a *Lesson 1* introduction for youth that shows the program in action. The segment gives young people a preview of the activities they will do related to media, physical activity, and nutrition. Programs also may want to use this module as a youth-recruiting or community-engagement tool. Running time: 4:54

Segment 4: *What Are Media?* includes clips of various media and their purposes, and notes that learning how to decode media messages is an important step in making healthy lifestyle choices. Running time: 3:22

Segment 5: *Eat It Up!* features young people who are faced with making snack choices in real-life situations. A teen narrator describes how youth can reduce solid fats and added sugars while still enjoying snacks. Running time: 3:21

Segment 6: *Activities Fit To Be Tried: Music Sequence* provides four 2-minute segments of music in differing styles for the facilitator to use during the *Activities Fit To Be Tried* portion of *Lesson 5*. This module includes an on-screen timer that prompts the young people to begin and end each activity. Running time: 9:16

Segment 7: *Let's Do Yoga! Additional Yoga Poses* features a trained yoga instructor demonstrating how to do each of the *Action Break* yoga positions. This segment can be shown during the *Action Break* of *Lesson 7*, and youth can follow along; or it can be used by facilitators before the lesson as part of their preparation. The segment also includes several optional poses that may be done if time allows. Running time: 9:27

Segment 8: *The Power of Advertising* reinforces the *Lesson 7* message about the influence of advertising and its connection to health. The module shows an array of common advertisements in various forms. Running time: 3:50

Segment 9: *Smoothie Sensations* features a narrator making a delicious smoothie while discussing the importance of calcium for building strong bones. Running time: 3:11

Segment 10: *Big Production Montage* features clips from *Big Productions* created during the pilot phase of the program and provides an exciting way for youth to get energized about their own upcoming *Big Production*. Running time: 3:03

Segments 11, 12, and 13: *On the Air! Roll the Presses!* provide an inside look at newspaper production, radio production, and video production, respectively. Footage and interviews with producers, directors, writers, graphic artists, and technical crew members reveal how much work goes into putting together a media product. The modules provide great information to help youth select their *Big Production* media format or can be shown at later production sessions as a “virtual field trip” for youth. Running times: Segment 11-5:42; Segment 12-4:21; and Segment 13-4:16