

Media-Smart



Eat, Think, and Be Active!

A Workshop Curriculum
for Youth Ages 11 to 13

Guide for Training Program Facilitators



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
NATIONAL INSTITUTES OF HEALTH
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Youth

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

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Training Overview

What: Half-day or full-day training for after-school program providers to teach the content of **Media-Smart Youth: Eat, Think, and Be Active!**

Who: For use by after-school program providers who wish to teach 11- to 13-year-olds how media affects their health

Why: To provide a better understanding of the specifics of the curriculum and better enable the after-school program providers to achieve the learning objectives and lead the activities

When: During a half-day or a full-day session

Where: Ideally in a large, open conference room or room with audio/visual equipment and wall space

Welcome!

The **Media-Smart Youth: Eat, Think, and Be Active!** program is an engaging curriculum that helps young people understand the complex media world around them so they can make thoughtful decisions about issues important to their health, specifically nutrition and physical activity.

This training guide was developed in response to the requests of Media-Smart Youth pilot sites and first-wave users for a resource to help teach others in their communities how to implement the program.

Please read pages 4 to 6 in the *Media-Smart Youth Facilitator's Guide* to become more familiar with the program.

Ordering Curricula for Training Participants

We strongly suggest you order enough copies of the *Media-Smart Youth Program Packet* for each of your training participants. Please allow 3 to 4 weeks for delivery prior to your training.

Send an e-mail to MediaSmartYouth@mail.nih.gov and list the following information:

Contact name
Delivery address
Contact phone number
Number of copies requested
Training date
Short description of training participants who will receive the copies

Training Objectives

This training will help prepare after-school facilitators to implement the curriculum with young people. After taking part in the training, participants will be able to:

- ◆ Name the key content areas and why they are important.
- ◆ Practice and apply skills in the key content areas.
- ◆ Describe information and tools found throughout the *Facilitator's Guide* to help in planning and conducting the program.
- ◆ Explain the importance of the interactive learning style used in the curriculum.
- ◆ Describe several ways to engage young people in the program's activities and lessons.

Who Is This Training For?

This training is ideal for after-school program providers and organizations that wish to emphasize the importance of the effects that media have on the health of young people in terms of nutrition and physical activity. Program coordinators who wish to distribute the program to the providers/leaders with direct contact to the youth in their programs can also benefit from this training.

What's Inside the Training Guide?

The Training Guide includes:

- ◆ A guide to the full-day (8-hour) training with accompanying worksheets
- ◆ A guide to the half-day (3-hour) training with accompanying worksheets
- ◆ A CD-ROM with slide presentations (optional for conducting the training)

You will also need the following items, which are provided in the *Media-Smart Youth Program Packet*:

- ◆ Media-Smart Youth video/DVD
- ◆ Media-Smart Youth 6 Media Questions Poster

Full-Day or Half-Day? Which Training Is Right for Us?

It is not necessary to participate in a training in order to successfully implement the Media-Smart Youth curriculum. However, past facilitators indicated that participating in a training enhanced their ability to understand and convey the knowledge and skills to the young people.

This guide includes both a full-day training (with lunch break) and a half-day training. The full-day training is the most complete way for a facilitator to fully learn the methods, objectives, and activities of the Media-Smart Youth program. The half-day training provides the same information as the full-day version, but in an abbreviated format. Both trainings offer interactive exercises to provide facilitators with an overview of the curriculum, program objectives, and content areas and allow facilitators to experience some of the activities that the young people will do.

The full-day training also provides:

- ◆ More time to discuss relevant topics and address important issues that the young people may wish to address
- ◆ The opportunity to experience more of, and in greater detail, the activities that the young people will go through
- ◆ A chance to walk through the *Facilitator's Guide* and become familiar with the curriculum's structure and design
- ◆ An opportunity to network with representatives from youth-serving organizations and to create partnerships and develop community support
- ◆ Time for planning how the program will be executed in their organization(s)
- ◆ Extra *Snack* and *Action Breaks* that reinforce the importance of these segments to the success of the curriculum
- ◆ More time to ask questions about the program

How Many Trainers and Participants Should the Training Session Include?

Ideally, a minimum of two trainers are recommended to deliver either training. Due to the level of participant interaction and timing, having two trainers allows the sessions to go more smoothly. It will also give the participants an opportunity to see the benefit of having at least two facilitators when delivering the Media-Smart Youth curriculum to young people.

Additional benefits of having two trainers include:

- ◆ Helping the participants stay focused by assisting with small group activities
- ◆ Preparing for the next activity
- ◆ Bringing a diversity of ideas to the discussions

The number of participants in the training depends on the size of the room and participant interest. The minimum suggested number for either training is 10 participants, and the maximum suggested number for either training is 50 participants.

The number of participants in your full training will determine the size of the small groups for activities. Dividing participants into small groups of three to eight people will allow optimum interaction and participation during these activities.

Some suggestions for small group sizes based on the total group size include:

- ◆ **Total participant count of 10 to 15:**
Divide into small groups of three to five people.
- ◆ **Total participant count of 16 to 35:**
Divide into small groups of six to seven people.
- ◆ **Total participant count of 36 to 50:**
Divide into small groups of eight to nine people.

What Is Included in Each Training?

Module	Overview	Objectives
Welcome and Introduction to Media-Smart Youth	This module gives participants a chance to get to know each other, provides background about the creation of the program, and introduces the major concepts within the curriculum.	<ul style="list-style-type: none"> ❖ Welcome and introduce trainers and participants. ❖ Discuss an overview and objectives of the program.
Overview of Curriculum Structure and Design	This module gives participants a chance to learn the structure of the curriculum, including the icons, breakdown of activities, and useful resources. This segment also provides insight into the flexibility of the curriculum.	<ul style="list-style-type: none"> ❖ Review the curriculum structure and design so participants get a feel for how to use the <i>Media-Smart Youth Facilitator's Guide</i>.
Exploring Media	<p>This module provides an introduction into how the curriculum defines media and its purposes. Activities allow participants to brainstorm the many types of media and understand the connection between media and health.</p> <p>Participants take part in an activity adapted from the curriculum that introduces the program's media-analysis tool, the 6 Media Questions.</p>	<ul style="list-style-type: none"> ❖ Explore the concept of media. ❖ Examine the link between media and health.

TRAINING OVERVIEW

Module	Overview	Objectives
Action Break <i>(Note: The full-day training provides two Action Breaks.)</i>	<p>This module gives participants a chance to experience one of the many activities that the youth do during <i>Action Breaks</i> in the curriculum. This quick, fun, and equipment-free activity shows how physical activity can be fun.</p>	<ul style="list-style-type: none"> ❖ Participate in an activity that the young people will experience. ❖ Engage in physical activity.
Exploring Nutrition	<p>This module examines the nutrition concepts in the curriculum and reviews the parts of the Nutrition Facts label that the youth focus on during their activities. Participants are also involved in an activity that highlights the importance of whole grains and demonstrates how a whole grain is refined.</p>	<ul style="list-style-type: none"> ❖ Discuss the nutrition concepts in the Media-Smart Youth program.
Exploring Physical Activity	<p>This module helps define physical activity and its many facets beyond just “exercise.” Participants get a chance to practice taking their pulse, a key skill that youth use to gauge how hard their bodies are working.</p>	<ul style="list-style-type: none"> ❖ Explore the concept of physical activity.
Snack Break <i>(Note: The full-day training provides two Snack Breaks.)</i>	<p>Participants create and taste one of the many <i>Snack Break</i> recipes that the youth try during the Media-Smart Youth program. This module helps participants understand the importance of the <i>Snack Break</i> and the significance of the chosen snacks.</p>	<ul style="list-style-type: none"> ❖ Participate in a <i>Snack Break</i> that the young people experience. ❖ Provide examples of healthy snacks that are described in the curriculum.
Exploring Media Production	<p>In this module, participants learn the basics of media production and how it applies to the Media-Smart Youth program in terms of the <i>Mini-Productions</i>, which the youth do during each lesson, as well as the <i>Big Production</i>, a larger-scale media production that is the culminating project of the curriculum.</p> <p>Participants also take part in an adapted version of one of the <i>Mini-Production</i> activities to get a sense of how the youth use their creativity and learn about media throughout the program.</p>	<ul style="list-style-type: none"> ❖ Explore how media production skills are built throughout the Media-Smart Youth program.

Module	Overview	Objectives
Getting the Program Started	In this module, participants reflect on the facilitation style modeled by the trainers and discuss how this same style is used when facilitating the Media-Smart Youth program. In addition, participants receive hints and tips for successfully delivering the curriculum based on experiences of past facilitators.	<ul style="list-style-type: none"> ❖ Learn the best methods for facilitating the program. ❖ Review resources that may be needed to implement the Media-Smart Youth program.
Question/Answer and Wrap-Up	Time permitting, participants will have an opportunity to ask additional questions.	<ul style="list-style-type: none"> ❖ Answer outstanding questions and conclude the training.

Tips for Delivering the Trainings

Because the facilitation style called for in the training mirrors the techniques suggested for use in the *Media-Smart Youth Facilitator’s Guide*, you should be comfortable doing the following:

Model Open and Non-Judgmental Behavior

- ◆ Be clear about expectations.
- ◆ Respect participants’ feelings and opinions.
- ◆ Encourage each individual to participate, if he or she is comfortable doing so.
- ◆ Give compliments and acknowledge answers.
- ◆ Demonstrate acceptance for all participants.

Facilitate with a Focus

- ◆ Keep to the time schedule.
- ◆ Keep participants comfortable and engaged.

Ask Open-Ended Questions

- ◆ Ask “what, when, why” questions instead of questions that can be answered with a “yes” or “no” answer.
- ◆ Keep these examples of open-ended questions in mind: “What do you mean by...?” “What kind of fruits do you like?” “When is it easy for you to be physically active?” “How did you figure out that this food contains whole grains?”

Handle Sensitive Issues

- ◆ During the program, be sure to create an accepting environment in which everyone feels comfortable participating and safe in expressing his or her thoughts.

Lead by Example

- ◆ It is important for the Media-Smart Youth facilitators to lead by example when facilitating so they can inspire young people with their enthusiasm.
- ◆ It is equally important for training facilitators to also lead by example by participating in the *Action Breaks*, eating the food during *Snack Breaks*, and being involved in the activities as much as possible.

Materials and Set-Up

Based on group numbers determined from the chart listed earlier (page 6), set up tables with participants facing the front of the room where the trainer will stand and where large paper, an easel, TV, and video/DVD player will be set up.

Ideal Training Set-Up

- ◆ Large, open spaces available for movement and physical activity
- ◆ Several tables for small group work
- ◆ Wall space for large paper brainstorming
- ◆ Equipment (TV, video or DVD player, computer) is not required, but enhances the visuals of the Media-Smart Youth training

Materials

A list of specific materials needed for each training module is included at the beginning of the module.

Evaluation/Feedback

The participant folder includes a feedback form. At the end of the training, have your participants fill out this form. The feedback they provide can help you adjust your training strategies to benefit future trainings.