

BRIEF PROGRAM DESCRIPTION

Advertising is a rarely addressed influence on youths' decisions regarding alcohol and tobacco use. Media Detective is the only evidence-based program for elementary-school age youth that teaches children to think critically about the implicit messages in media messages about the use of alcohol and tobacco, as well as encouraging them to consider the risks and consequences of alcohol and tobacco use. Children enjoy solving the mystery of advertisements through Media Detective's interactive, hands-on and small group activities. The updated version of Media Detective uses recent examples of advertisements and now includes commercials.

SPECIFIC OUTCOMES

Overall Outcomes

- Reduction in intent to use tobacco and alcohol products among students who reported previous use of a tobacco or alcohol product.
- Improvement in self-efficacy to resist using tobacco and alcohol in the future among students who reported previous use of a tobacco or alcohol product.
- Reduction in boys' interest in alcohol-branded merchandise (i.e., toys, clothing and household objects emblazoned with beer brand names and logos).
- Improvement in media message deconstruction skills.

Specific Tobacco Control Lessons and Outcomes

- Specific Lessons
 - Lesson 7: Review concept of advertising hooks as related to alcohol and tobacco advertising. Large poster used to stimulate discussion of negative side effects of tobacco use. Teacher reviews "Smoking Facts" sheet with students. Small group work gives students chance to look at tobacco advertisements to see common ad hooks used and find new ad hooks.
 - Lesson 8: Review concept of target audience as relates to alcohol and tobacco advertising. Students gather the evidence related to the question, Do alcohol and tobacco companies target young people in their advertising? Activity: Hunt for ad hooks (e.g. Joe Camel ad). Homework assignment "Can You Solve the Case?" uses Doral cigarettes ad.
 - Lesson 9: Students create a tobacco or alcohol counter-ad using five clues and advertising strategies they have learned. Refer students to resources such as Tobaccofreekids.org, badvertising.org, thetruth.org. Students are shown Camel, Misty, Winston cigarette ads and counter-ad examples.
 - Lesson 10: Students present their counter-ads to their



classmates and conduct peer reviews of presentations. In addition, students have opportunity to reflect and record thoughts on tobacco use in journal entries on daily basis.

Tobacco Control Outcomes

- Reduction in intent to use tobacco and alcohol products among students who reported previous use of a tobacco or alcohol product.
- Improvement in self-efficacy to resist using tobacco and alcohol in the future among students who reported previous use of a tobacco or alcohol product.
- Improvement in media message deconstruction skills

AUDIENCE CHARACTERISTICS

Age Range: 8 – 10

Grades: 3 – 5

Gender: Male and Female

PROGRAM DETAILS

Type of Program: Prevention

Audience Size: Maximum of 30 students

Number of Lessons: 10

Minimum Lessons Required to Achieve Fidelity: 10

Length of Lesson: 45 minutes

Frequency of Implementation: One lesson per day, presented sequentially

Duration of Implementation: Two weeks (10 days)

Recommended Intervention Site(s): School or community

HOW IT WORKS

Students enroll in Media Detective School for two weeks and explore media literacy lessons with their teacher, accompanied by dog-and-cat detective duo Snoop and Scoop. During 10 lessons, students are taught to unravel the mysteries associated with media messages and advertisements. As successful Media Detectives, they will be able to stop and think critically before accepting media messages particularly positive and persuasive media messages about alcohol and tobacco use.

IMPLEMENTATION ESSENTIALS

To Replicate with Fidelity:

- The teacher should complete the Media Detective Teacher Training
- Review the Teacher Training
- Cover all program activities outlined in the Teachers Manual with the students.
- Use the fidelity checklist to monitor adherence to the program sections.

Program Evaluation Tools Available? Yes, pre-/post-test. Grantee can contract with vendor to do analysis.

MATERIALS AND TRAINING

Required Materials

- Curriculum Kit: \$400 (includes one Teacher Manual, five posters, one CD with multimedia presentation, 30 notebooks and 30 bookmarks)
- Media Detective Student Notebook (third-, fourth- and fifth-grade versions): \$55 (10-pack)

Optional Materials

- Overhead Transparencies of Media Examples: \$28
- Media Detective Bookmarks (30-pack): \$6
- Replacement CD of Media Examples: \$10

Training (Recommended but not required)

- Training Cost: \$100 (web-based training)
- Training Duration: Six hours
- Min/Max Number of Training Participants: One

Availability in Spanish: No

PROGRAM REPLICATIONS CONTACT INFORMATION

George Greger-Holt
Chatham County Schools
P.O. Box 128
369 West Street
Pittsboro, NC 27312
Office: (919) 542-6400 ex. 23269
Mobile: (919) 500.0911

Michael Eisen
North Carolina Department of Health and Human Services
3005 Mail Service Center, Sixth Floor
Raleigh, NC 27699-3008
(919) 715-5989

PROGRAM CONTACT

For training, program and material information, contact:

Bud Lavery
5316 Highgate Drive, Suite 121
Durham, NC 27713
Phone: (919) 493-7700
Fax: (919) 493-7720
mediaready@irtinc.us

ADDITIONAL INFORMATION

Website: irtinc.us/Products/MediaDetective.aspx

SAMHSA's National Registry of Evidence-Based Programs & Practices (NREPP) Review Documents:
legacy.nreppadmin.net/ViewIntervention.aspx?id=183