

## BRIEF PROGRAM DESCRIPTION

Advertising is a rarely addressed influence on youths' decisions regarding alcohol and tobacco use. Media Ready is the only evidence-based program for middle-school age youth that teaches youth 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. Youth enjoy talking about and analyzing advertisements through Media Ready's interactive, hands-on and small group activities. The updated version of Media Ready uses recent examples of advertisements and now includes commercials.

## SPECIFIC OUTCOMES

### Overall Outcomes

- Improvement in critical thinking skills about media messages.
- Reduction in boys' intent to use alcohol products.
- Reduction in the intent to use tobacco products.

### Specific Tobacco Control Lessons and Outcomes:

- Specific Lessons
  - o **Lesson 5:** Students analyze both visual and verbal elements of a tobacco advertisement. They identify what gets left out of ad messages focusing on the lack of accurate health information about tobacco products. Students discuss and deconstruct a Winston Cigarette Ad. They review a tobacco fact sheet, which provides basic, factual information about the health consequences of smoking. Through a writing assignment and discussion, students attitudes are solicited in reaction to the statements shared on the fact sheet.
  - o **Lesson 8:** Students analyze tobacco counter-ads and can plan to create a tobacco counter-ad using the advertising strategies they have learned in previous lessons. Students are shown a Camel advertisement and also a Camel advertisement counter-ad. Teachers provide students with facts about tobacco abuse and ask students to research facts about abuse online, either as homework from Lessons 5 and 6 or in class.
  - o **Lessons 9 and 10:** Students use the information from Lesson 8 to create a tobacco or alcohol counter-advertisement. Students present their counter-advertisements to their peers and evaluate their peers' counter-advertisements.
- **Tobacco Control Outcomes:** Reduction in intent to use tobacco products, Improvement in critical thinking skills about media messages



## AUDIENCE CHARACTERISTICS

**Age Range:** 11-14

**Grades:** 6- 8

**Gender:** Male and Female

## PROGRAM DETAILS

**Type of Program:** Prevention

**Audience Size:** Maximum of 30 students

**Number of Lessons:** 10 classroom lessons

**Minimum Lessons Required to Achieve Fidelity:** 10

**Length of Each 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

A stealth education approach is used in the program in that students learn to analyze advertisements for products such as clothes, toys and food before applying these skills to analyzing tobacco and alcohol advertisements. The program aims to make students more active consumers and improve critical thinking skills used when making health decisions. Skills development in these areas is related to change youth attitudes about tobacco and alcohol, as well as changes in intentions to use these substances.

Program goals:

- increase youth's awareness of the pervasiveness of media and advertising in their lives;
- inform youth of the techniques of advertising to provide analytic tools for the deconstruction of media messages;
- impact youth's media-related cognitions such as improving logical processing and increasing media skepticism; and
- equip youth with media advocacy and production skills to create counter arguments to the messages promoted.

## IMPLEMENTATION ESSENTIALS

### To Replicate with Fidelity:

- The teacher should complete the Media Ready Teacher Training.
- Review the Teacher Training.
- Cover all program activities outlined in the teacher's 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: \$300 per kit
- Media Ready Student Workbooks (10-pack): \$30

### Optional Materials:

- Key Questions Poster: \$5
- Overhead Transparencies of Media Example: \$28
- Key Questions Bookmarks (30-pack): \$6
- Common Implied Messages Bookmarks (30-pack): \$6
- Replacement CD of Media Examples: \$10

### Training (Required)

- Training Cost:
  - o \$2,800 plus travel for onsite training
  - o \$300 per person to attend regional training
- Training Duration: Eight hours
- Min/Max Number of Training Participants:  
Up to 25 participants.

**Availability in Spanish:** Yes

## 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 6th floor  
Raleigh, NC 27699-3008  
(919) 715-5989

Deborah J. Hendren  
4-H Youth Development and Wake County Human Services  
568 East Lenoir Street, Suite 200  
Raleigh, NC 27601  
(919) 857-3840

## 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](mailto:mediaready@irtinc.us)

## ADDITIONAL INFORMATION

**Website:** [irtinc.us/Products/MediaReady.aspx](http://irtinc.us/Products/MediaReady.aspx)

**SAMHSA's National Registry of Evidence-Based**

**Programs & Practices (NREPP) Review Documents:**

[legacy.nreppadmin.net/ViewIntervention.aspx?id=184](http://legacy.nreppadmin.net/ViewIntervention.aspx?id=184)