

The Video/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 may also use this module to prepare staff and engage partners and funders. Running time: 5:13

Segment #2: Voices of Experience, designed for program facilitators and other staff, features testimonials from pilot-site facilitators and media partners. The module 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: 7:20

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 may also want to use this module as a youth-recruiting or community-engagement tool. Running time: 4:48

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: 2:47

Segment #5: Sample Media provides examples of public service announcements (PSAs) that youth view in Lesson 3 as they learn how to apply the 6 Media Questions. Running time: 2:00

Segment #6: Eat it Up! features young people in real-life situations who are faced with snack choices. A teen narrator describes how youth can reduce fat and added sugar while still enjoying snacks. Running time: 3:31

Segment #7: Activities Fit To Be Tried: Music Sequence provides four, 2-minute segments of music with differing styles for the facilitator's 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. Total running time: 8:00



Segment #8: Let's Do Yoga! features a trained yoga instructor demonstrating how each of the *Action Break* yoga positions is done. 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: 5:56; additional poses: 3:10

Segment #9: The Power of Advertising reinforces the Lesson 7 message about the influence of advertising and its connection to health. The module shows the an array of advertisements in various forms that young people are exposed to. Running time: 3:40

Segment #10: Smoothie Sensations features a narrator making a delicious smoothie while discussing the importance of calcium for building strong bones. Running time: 2:44

Segment #11: Big Production Montage features clips from *Big Productions* created during the pilot tests and provides an exciting way for youth to get energized about their own upcoming *Big Production*. Running time: 2:26

Segments #12, #13, & #14: On the Air! Roll the Presses! are modules that provide an inside look at newspaper production, radio production, and video production. Footage and interviews with producers, directors, writers, graphic artists, and technical crew reveal how much work goes into putting together a media product. The modules provide a great introduction when youth select their *Big Production* media format or can be shown at later production sessions as a “virtual field trip” for youth. Running times #12: 3:20; #13: 3:54; #14: 4:10