

# Teaching Resources For Addressing Media and Health

## MAGAZINE ARTICLES AND ONLINE LINKS

Fall 2009: Integrated health and physical education program to reduce media use and increase physical activity in youth (Physical Educator)

May 2009 Health, science educators cast in Hollywood supporting role: Lights, camera, action: Public Health!

May 2008 Using the Media to Promote Adolescent Well-Being Research: Using Media Literacy Education for Health Promotion: A Qualitative Meta-analysis of Effective Program Components

Magazine ads send mixed messages

April 2006 Media and Children (Archives of Pediatrics & Adolescent Medicine)

February/March 2005 (Scholastic- CHOICES Magazine)

Smoke Screen: Why do tobacco ads look glamorous and sexy- when everyone knows smoking is gross? Here's how to see through the smoking haze.

Analyzing internal & external influences

JANUARY 2005 in Weekly Reader's Current Health 2 magazine:

Pretty Unreal: Body Image and digital diets of celebrities

The Media: What's The Message? Current Health 1, April/May 2004

Entertainment Education and Health in the United States – Issue Brief (April 2004)

How Tobacco Uses the Movies to Market to Teens, Current Health 2, February 2004

Using Health Infomercials to Develop Media Literacy Skills, Journal of School Health, August. 2003

How Tobacco Ads Target Teens, Current Health 2, April/May 2002

Smoked Out, Upfront, NY Times news magazine for teens, May 6 issue

Guerilla Advertising -Advertising's Sneak Attack, Upfront, April 8 issue

Trouble on TV (media and body image) Scholastic CHOICES, April 2002 issue

Sexy Ads Target Young Adults by Tom Reichert, USA TODAY MAGAZINE, May 2001

Are Ads Making You Sick? Current Health 2, April-May 1999,

Media & Health Paper

Understanding the role of media in substance abuse prevention

<http://www.fadaa.org/Resource/justfact/medialit.pdf>

Countering the Influence of Alcohol and Tobacco Advertising

<http://www.drugs.indiana.edu/prevention/advert.html>

Media Literacy and Substance Abuse Virtual Library (research related to media literacy)

<http://www.health.org/features/medlit/library.aspx>

Children, Adolescents and the Media: Five Crucial Issues

Dr. Victor Strasburger

(reprint from Adolescent Medicine, October 1993)

<http://www.cyfc.umn.edu/adolescents/research/crissues.html>

Sexuality, Substance Abuse and Violence: The Role for Media Literacy In The Prevention Process

By Dr. David Considine, Telemidium, The Journal of Media Literacy, Vol. 42, No. 2 Summer 1996

Media Literacy and Human Health Dr. David Considine, Telemidium, Third/Fourth Quarter 1993

## CURRICULUM MATERIALS & OTHER RESOURCES

Media Literacy Lesson Plans (MS-HS, underage drinking related)

Advertising, The Media and Your Health (video)

Analyzing Media Unit (Sequence of 5 Activities: UT Health Science Center)

Beauty is Skin Deep (Tolerance.org)

Center on Media & Child Health (blog)



Media Smart Youth– NIH produced curriculum (2006)

request this curriculum- send email to:  
[NICHDInformationResourceCenter@mail.nih.gov](mailto:NICHDInformationResourceCenter@mail.nih.gov)

Resource for parents/teachers: RETROspective, includes section

Media Literacy: Reading Between the Lines, produced by SAMHSA, CSAP, HHS.

Media Literacy For Drug Prevention-Middle Schools

TV Smarts, Deconstructing Media Messages:

Learning Activity posted June 2001 at Resource Center for Adolescent Pregnancy Prevention

Reversing Addiction In Our Compulsive Culture (CD Rom) New Mexico Media Literacy Project

Selling Addiction (out of print, no longer available)

Adlibbing It (video) available from United Media. Link

CURRICULUM KIT

Smoke & Mirrors: Media Literacy & Tobacco produced by National Institute for Media & The Family, 888-672-5437, VIDEOS:

Analyzing Media Influences (Discovery- DVD)

Deadly Persuasion: The Advertising of Alcohol & Tobacco;

Killing Us Softly: Advertising's Images of Women;

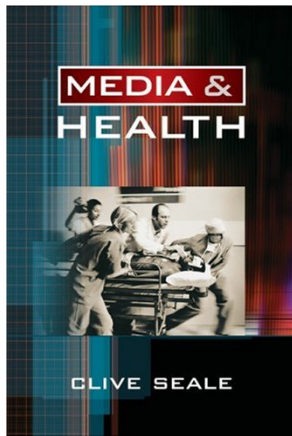
Slim Hopes: Advertising's Obsession With Thinness

(Videos featuring Jean Kilbourne)

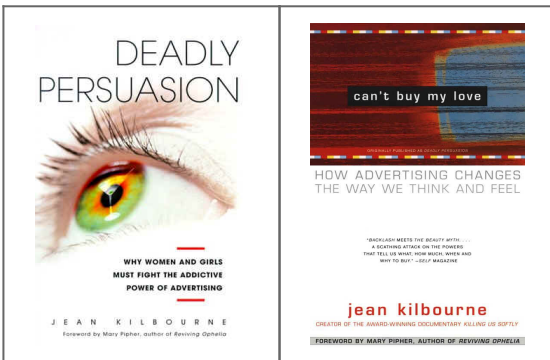
In The Mix (PBS series) programs on smoking, alcohol, drugs, body image, etc

Teen Files (syndicated TV series, hosted by Leeza Gibbons) programs on drugs, smoking, alcohol videos available from AIMS Multimedia, 800-367-2467

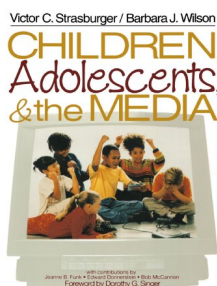
## BOOKS



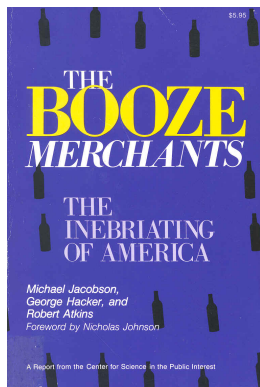
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Deadly Persuasion- Why  
 Women and Girls Must  
 Fight The Addictive Power  
 of Advertising  
 by Jean Kilbourne The  
 Free Press  
 ISBN# 0-684-86599-8  
 also available in  
 paperback under the  
 title Can't Buy My Love-  
 How Advertising Changes  
 The Way We Think and Feel  
 Publisher Touchstone  
 ISBN# 0-684-86600-5 Read  
 Chapter 6



Children, Adolescents &  
 The Media Victor C.  
 Strasburger Publisher:  
 Sage  
 ISBN 0-8039-5500-6



The Booze Merchants- The  
Inebriating of America  
Michael Jacobson, George  
Hacker and Robert Atkins  
Center for Science In The  
Public Interest iSBN  
0-89329-099-8