

Costs and Funding

The total cost of both presentations is \$500. If you are interested in seeking support for this program, funding can be sought through organizations such as:

Public Welfare Foundation - Health or Youth Categories

www.publicwelfare.org

Community Foundations - Massachusetts

www.fdncenter.org/funders/grantmaker/gws_comm/comm_ma.html

For more information or to bring Mastering Media Messages to your learning community, please contact:

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Did You Know...

- In a survey of 548 teen girls in Boston, 69% said that magazine pictures influenced their idea of the perfect body shape.
- The average fashion model is 5'11" and weighs 117 pounds. The average healthy American woman is 5'4" and weighs 140 pounds.
- 8% of girls and 12% of boys have used dietary supplements, growth hormones or anabolic steroids.
- Media literacy programs have been shown to reduce teens' identification with the slim ideal presented in the media and the importance teens place on weight and shape.



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Center on Media and Child Health



Mastering Media Messages: Healthy Bodies, Positive Minds

Children's Hospital Boston
Harvard Medical School
Harvard School of Public Health



Who We Are

The Center on Media and Child Health (CMCH) is a joint project of Children's Hospital Boston, Harvard Medical School, and Harvard School of Public Health.

Our mission is to advance education, scientific research, and clinical interventions on the subject of media -- TV, movies, video games, music, and the Internet -- and their effects, positive and negative, on the physical, mental and social health of children and adolescents.

The Problem

Adolescents are exposed repeatedly to media images of the body. Often, those targeting young women emphasize an ultra-thin and unrealistic body as the "beauty ideal." Those targeting young men emphasize an overly muscular, "hypermale" figure.

The Results

When young women and men adopt media representations of bodies as reality they may experience:

- Decreased satisfaction with their own bodies
- A strong desire to alter the size and shape of their bodies
- The adoption of disordered eating behaviors, excessive exercise, or the use of anabolic steroids and supplements

The Presentations

- Appropriate for 6th-8th graders
- Separate presentations for young men and young women
- 1 hour each
- Presented by CMCH staff experienced in communicating with youth of all ages
- Include real world content from advertisements, television, and movies
- Include opportunities for student participation



What Participants Will Gain

Participants will:

- 1) Learn about body image and why it is important
- 2) Be exposed to media messages about the male/female body with discussion of
 - how the messages influence their self-image
 - how to manage the impact of these messages
- 3) Learn the five core concepts of media literacy - a key tool for self-protection
- 4) Learn the importance of managing one's media use
- 5) Learn ways to create a body-positive environment

Related Massachusetts Curriculum Frameworks

Language Arts

Students will identify, analyze, and apply knowledge of the conventions, elements, and techniques of film, radio, video, television, multimedia productions, the Internet, and emerging technologies and provide evidence from the works to support their understanding. --From Standard 26: *Analysis of Media*

Comprehensive Health

Students will review the positive and negative influences of the media that impact health. --From Standard 12: *Consumer Health and Resource Management*

Students will be instructed in evaluation of food promotion and media messages regarding realistic body size and shape, and consumer and nutrition skills needed to select appropriate foods in varied settings. --From Standard 3: *Nutrition*

English Language Proficiency

Students will use and analyze...a variety of media in English, including audio, television, Internet, and emerging technologies... Identify stereotypes and biases used in mass media, and discuss how these media reflect cultural and individual perspectives. --From Writing Standard 5: *Media*