

Media Power Youth Workshop
(Event summary)

On Thursday, May 14 Sullivan County Coalition for Substance Abuse Prevention partnered with Unity Elementary School, Sunapee Middle High School, Claremont Family School Connections, 4H, and Media Power Youth to host an hour long workshop in the Unity cafeteria for over 40 kids. Media Power Youth is an organization that travels statewide to educate youth about the techniques that media use to attract kids with messages related to alcohol use. It was quite significant to the adults in the room when this group of 4th to 8th graders could name off the names and brands of over 20 alcoholic beverages – pretty quickly too!

The audience was shown several media clips which used the appeal of fun music, cute animals, and humor – all elements that are specifically used to capture the attention of youth. We learned firsthand that it works.

The kids were shown these clips so they could leave the workshop and engage with media in a different way. They are now better informed that what these companies don't want youth to know is the dangers of alcohol and the trouble it can lead to for many people. These kids are better equipped to recognize the messages in media and not fall victim to them so easily. The workshop was a very positive event and it was great to have some of the schools unite in this effort.