



What is *Media Aware*?

Media Aware is a web-based comprehensive sexual health program that uses a media literacy education (MLE) approach. Media literacy refers to the ability to analyze and interpret media messages. Media function as sex educators for adolescents, but the media messages adolescents are exposed to are not always accurate or healthy. MLE gives adolescents the tools to think critically about the media they consume. *Media Aware* was designed to meet the 2012 National Sexuality Education Standards published by the Future of Sex Education Initiative.

How many lessons does *Media Aware* have?

Media Aware is broken into four self-paced sections based around topics of commitment, consequences, contraception, and communication. Most students can complete the program within four 50-minute class periods.

What kinds of activities does *Media Aware* have?

All activities in *Media Aware* are designed to deliver medically accurate and developmentally appropriate information. The program is designed to provide this information and help adolescents practice media literacy skills using activities that adolescents will find relevant and engaging. Examples of activities include pop song or TV show analysis, Instagram advertisement deconstruction, watching video interviews with adolescents, and more.

What topics are covered in *Media Aware*?

Section 1: *Get Schooled* contains three lessons: *What's Your Influence*, *Assumptions and Stereotypes*, and *What Is a Healthy Relationship*. Section 1 first introduces adolescents to the program and walks them through how to use the program. Then, adolescents identify media as sources of sexual health information in their lives. It also starts to teach them the tools to critically examine media messages. Adolescents examine gender role stereotypes, the realism and implied messages in media, and healthy and unhealthy relationship characteristics.

Section 2: *Decisions, Decisions* contains two lessons: *Just a Habit* and *Sexual Violence and Consent*. Section 2 focuses on substance use and abuse and the subsequent health consequences. Adolescents analyze social media advertising and pop songs to identify how media promote substance use. They also learn how substance use can have emotional and physical health consequences as well as legal and academic consequences. Adolescents are introduced the concept of consent, are taught to recognize when consent is needed and when consent cannot be given, and how to help in the event that they are a bystander to a possible sexual assault.

Section 3: *Protect Your Health* contains three lessons: *Unintended Pregnancy*, *Contraception*, and *Sexually Transmitted Infections*. This section promotes the prevention of teen pregnancy and STIs through abstinence, being in a committed monogamous relationship, and the importance of using protection for any kind of sexual activity. Adolescents learn the effectiveness and failure rates associated with FDA-approved contraceptives.

Section 4: *Espresso Yourself* contains two lessons: *Communication* and *Let's Wrap This Up*. Section 4 focuses on communication between adolescents and their parents, doctors, and significant others. Adolescents learn different techniques for starting conversations about sexual health and healthy relationships and practice getting health information from a simulated health care provider. Section 4 also helps adolescents to reflect on their personal goals and create a healthy relationships plan for the future.

This page provides a table of the National Sexuality Education Standards published by SIECUS with the corresponding *Media Aware* lesson in which the standard is covered. For individual state standards, please contact **Elyse Keefe at ekeefe@irtinc.us**.

SIECUS National Sexuality Education Standard		Media Aware-HS Program Activity
Analyze how friends, family, media, society and culture can influence self-concept and body image	PD.12.INF.1	Section 1 Lesson 1: What's Your Influence? Section 1 Lesson 2: Assumptions and Stereotypes
Apply a decision-making model to various situations relating to sexual health	PD.12.DM.1	Section 2 Lesson 2: Sexual Violence and Consent Section 4 Lesson 1: Communication
Analyze the influence of friends, family, media, society and culture on the expression of gender, sexual orientation and identity	ID.12.INF.1	Section 1 Lesson 2: Assumptions and Stereotypes
Compare and contrast the advantages and disadvantages of abstinence and other contraceptive methods, including condoms	PR.12.CC.1	Section 3 Lesson 1: Unintended Pregnancy Section 3 Lesson 2: Contraception Section 3 Lesson 3: Sexually Transmitted Infections
Analyze influences that may have an impact on deciding whether or when to engage in sexual behaviors	PR.12.INF.1	Section 1 Lesson 3: What is... a Healthy Relationship? Section 2 Lesson 2: Sexual Violence and Consent
Access medically-accurate information about contraceptive methods, including abstinence and condoms	PR.12.AI.1	Section 3 Lesson 2: Contraception Section 3 Lesson 3: Sexually Transmitted Infections
Demonstrate ways to communicate decisions about whether or when to engage in sexual behaviors	PR.12.IC.1	Section 2 Lesson 2: Sexual Violence and Consent Section 3 Lesson 3: Sexually Transmitted Infections
Apply a decision-making model to choices about contraception, including abstinence and condoms	PR.12.DM.1	Section 3 Lesson 2: Contraception Section 3 Lesson 3: Sexually Transmitted Infections
Describe the steps to using a condom correctly	PR.12.SM.1 SH.12.SM.2	Section 3 Lesson 3: Sexually Transmitted Infections
Define emergency contraception and describe its mechanism of action	PR.12.CC.2	Section 3 Lesson 2: Contraception
Access medically-accurate information and resources about emergency contraception	PR.12.AI.2	Section 3 Lesson 2: Contraception
Assess the skills and resources needed to become a parent	PR.12.DM.2	Section 3 Lesson 1: Unintended Pregnancy
Explain how to access local STD and HIV testing and treatment services	SH.12.AI.1	Section 3 Lesson 3: Sexually Transmitted Infections Section 4 Lesson 1: Communication
Apply a decision-making model to choices about safer sex practices, including abstinence and condoms	SH.12.DM.1	Section 3 Lesson 2: Contraception Section 3 Lesson 3: Sexually Transmitted Infections
Evaluate the effectiveness of abstinence, condoms and other safer sex methods in preventing the spread of STDs, including HIV	SH.12.INF.1	Section 3 Lesson 2: Contraception Section 3 Lesson 3: Sexually Transmitted Infections
Access medically-accurate prevention information about STDs, including HIV	SH.12.AI.2	Section 3 Lesson 3: Sexually Transmitted Infections

Develop a plan to eliminate or reduce risk for STDs, including HIV	SH.12.GS.1	Section 3 Lesson 3: Sexually Transmitted Infections Section 4 Lesson 1: Communication
Advocate for sexually active youth to get STD/HIV testing and treatment	SH.12.ADV.1	Section 3 Lesson 3: Sexually Transmitted Infections Section 4 Lesson 1: Communication
Describe characteristics of healthy and unhealthy romantic and/or sexual relationships	HR.12.CC.1	Section 1 Lesson 3: What is... a Healthy Relationship?
Explain how media can influence one's beliefs about what constitutes a healthy sexual relationship	HR.12.INF.1	Section 1 Lesson 3: What is... a Healthy Relationship?
Demonstrate how to access valid information and resources to help deal with relationships	HR.12.AI.1	Section 1 Lesson 3: What is... a Healthy Relationship? Section 2 Lesson 2: Sexual Violence and Consent
Define sexual consent and explain its implications for sexual decision-making	HR.12.CC.3	Section 2 Lesson 2: Sexual Violence and Consent
Analyze factors, including alcohol and other substances, that can affect the ability to give or perceive the provision of consent to sexual activity	HR.12.INF.2	Section 2 Lesson 2: Sexual Violence and Consent
Demonstrate effective ways to communicate personal boundaries as they relate to intimacy and sexual behavior	HR.12.IC.2	Section 2 Lesson 2: Sexual Violence and Consent Section 3 Lesson 3: Sexually Transmitted Infections
Evaluate potentially positive and negative roles of technology and social media in relationships	HR.12.CC.4	Section 1 Lesson 3: What is... a Healthy Relationship Section 2 Lesson 2: Sexual Violence and Consent
Access valid resources for help if they or someone they know are being bullied or harassed, or have been sexually abused or assaulted	PS.12.AI.1	Introduction Section 1 Lesson 3: What is... a Healthy Relationship? Section 2 Lesson 2: Sexual Violence and Consent
Demonstrate effective ways to communicate with trusted adults about bullying, harassment, abuse or assault	PS.12.IC.1	Section 4 Lesson 1: Communication
Describe potential impacts of power differences (e.g., age, status or position) within sexual relationships	PS.12.INF.1	Section 2 Lesson 2: Sexual Violence and Consent
Identify ways in which they could respond when someone else is being bullied or harassed	PS.12.IC.2	Section 2 Lesson 2: Sexual Violence and Consent
Explain why using tricks, threats, or coercion in relationships is wrong	PS.12.CC.3	Section 1 Lesson 3: What is... a Healthy Relationship Section 2 Lesson 2: Sexual Violence and Consent
Analyze the external influences and societal messages that impact attitudes about bullying, sexual harassment, sexual abuse, sexual assault, incest, rape and dating violence	PS.12.INF.2	Section 1 Lesson 3: What is... a Healthy Relationship? Section 2 Lesson 2: Sexual Violence and Consent