

**Lights, Camera, Action:**  
**Using Media and Media Literacy in Food and Nutrition Education**  
West Virginia Dietetic Association Annual Meeting  
5/14/09

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1. ACME: Action Coalition for Media Education. Media literacy education, media reform, and independent media production. [www.acmecoalition.org/home](http://www.acmecoalition.org/home).
2. Advertising Age. Track advertising dollars and strategies. [www.adage.com](http://www.adage.com)
3. The Agriculture and Public Health Gateway. Explores the links between agriculture and public health. Links to the Pew Commission report on industrial agriculture. <http://aphq.jhsph.edu/>
4. American Academy of Pediatrics: National Media Education campaign: "Media Matters." [www.aap.org/advocacy/mediamatters.htm](http://www.aap.org/advocacy/mediamatters.htm);
5. Campaign for a Commercial Free Childhood: [www.commercialfreechildhood.org](http://www.commercialfreechildhood.org)  
"Consuming Kids: The Hostile Takeover of Childhood," Susan Linn. The New Press, 2004.
6. Center for Ecoliteracy: [www.ecoliteracy.org](http://www.ecoliteracy.org)
7. Center on Media and Child Health. Children's Hospital Boston/ Harvard Medical School. Database on the effects of media on children: [www.cmch.tv](http://www.cmch.tv)
8. "Chew on This: Everything You Don't Want to Know about Fast Food," Eric Schlosser and Charles Wilson. Fast Food Nation for a student audience. Houghton Mifflin, 2006.
9. "Children and the Media," [Archives of Pediatrics and Adolescent Medicine](http://archpedi.ama-assn.org/content/vol160/issue4/index.dtl), April 2006. See: "When Children Eat What They Watch: Impact of Television Viewing on Dietary Intake in Youth," Wiecha, J.L., et. al. <http://archpedi.ama-assn.org/content/vol160/issue4/index.dtl>
10. Corporations and Health Watch: Tracks the Effects of Corporate Practices on Public Health. Hunter College, City University of New York. [www.corporationsandhealth.org](http://www.corporationsandhealth.org)
11. CorpWatch: Holding Corporations Accountable. See section on food and agriculture, and issues related to consumers and commercialism. [www.corpwatch.org](http://www.corpwatch.org)
12. Faces Magazine: Focus on people, places and cultures. April '06 issue on food and child labor + teacher's guide: [www.cobblestonepub.com/magazine/fac/fac0604.html](http://www.cobblestonepub.com/magazine/fac/fac0604.html)
13. FairTrade: <http://transfairusa.org/> ; also see Equal Exchange: [www.equalexchange.coop/](http://www.equalexchange.coop/)
14. Feeding Minds, Fighting Hunger. Lesson plans address *why* people are hungry: [www.feedingminds.org](http://www.feedingminds.org)
15. Food and Water Watch. [www.fwwatch.org](http://www.fwwatch.org)
16. "Food Marketing to Children and Youth: Threat or Opportunity?" Committee on Food Marketing and the Diets of Children and Youth, Food and Nutrition Board, IOM: [www.iom.edu/CMS/3788/21939/31330.aspx](http://www.iom.edu/CMS/3788/21939/31330.aspx)

17. Free Press. Promotes strong public media: [www.freepress.net](http://www.freepress.net)
18. Green America: Economic action for a just planet; behind the scenes look at food industry practices, recycling, and more: [www.greenamerica.org/](http://www.greenamerica.org/)
19. Institute for Agriculture and Trade Policy: [www.iatp.org](http://www.iatp.org)
20. "Interactive Food & Beverage Marketing: Targeting Children and Youth in the Digital Age," Berkeley Media Studies Group. [www.digitalads.org](http://www.digitalads.org)
21. Kaiser Family Foundation: Study of Media and Health; reports/fact sheets. [www.kff.org/entmedia/index.cfm](http://www.kff.org/entmedia/index.cfm)
22. Media Education Foundation. [www.mediaed.org](http://www.mediaed.org).
23. "Media-Smart Youth: Eat, Think, and Be Active!" After-school program for ages 11-13. National Institute of Child Health and Human Development. 2005. [www.nichd.nih.gov/msy/](http://www.nichd.nih.gov/msy/)
24. Media that Matters: Good Food. Short films on food and sustainability. [www.mediathatmattersfest.org/watch/goodfood/](http://www.mediathatmattersfest.org/watch/goodfood/)
25. National Association for Media Literacy Education. [www.amlainfo.org/](http://www.amlainfo.org/)
26. New American Dream; Facts About Marketing to Children: [www.newdream.org/kids/facts.php](http://www.newdream.org/kids/facts.php); Tips for Parenting in a Commercial Culture: [www.newdream.org/kids/brochure.php](http://www.newdream.org/kids/brochure.php)
27. New Mexico Media Literacy Project. Tools for creating counter ads, deconstructing media messages, and recognizing the language of persuasion. [www.nmmlp.org](http://www.nmmlp.org)
28. Northwest Center for Excellence in Media Literacy Education: <http://depts.washington.edu/nwmedia/>
29. PBS: "Don't Buy It: Get Media Smart!" Teacher's Guide: <http://pbskids.org/dontbuyit/>
30. The Prevention Institute: "Food Marketers Greenwash Junk Food:" [www.preventioninstitute.org/documents/FramingBrief\\_GreenMarketing\\_042108.pdf](http://www.preventioninstitute.org/documents/FramingBrief_GreenMarketing_042108.pdf)  
"Setting the Record Straight: Nutritionists Define Healthful Food:" [www.preventioninstitute.org/sa/settingtherecordstraight.html](http://www.preventioninstitute.org/sa/settingtherecordstraight.html)
31. Smithsonian Institute. Key Ingredients: America by Food. "We'll be right back after these messages" - Food advertising strategies. [www.keyingredients.org/downloads/Teachers\\_Guide.pdf](http://www.keyingredients.org/downloads/Teachers_Guide.pdf)
32. The Story of Stuff: 20 min. video; promotes sustainable consumption/production: [www.storyofstuff.com/](http://www.storyofstuff.com/)
33. Sustainable Table: [www.sustainabletable.org/](http://www.sustainabletable.org/)
34. Take a Bite Out of Climate Change. Small Planet Institute: <http://www.takeabite.cc/>
35. "True Cost of Food," The Sierra Club. DVD and discussion guide considers the environmental impacts of our food choices. [www.truecostoffood.org/](http://www.truecostoffood.org/)

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