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TEAM Jennings

Tobacco Education And Media

YOUTH EMPOWERMENT –UNIVERSITY OF MISSOURI, ST. LOUIS, COLLEGE OF EDUCATION

MEDIA LITERACY TEACHES TEENS ABOUT TOBACCO MARKETING

This summer, the Extended Learning Program used media literacy to teach students about the influence of tobacco marketing on youth. The students analyzed tobacco advertising and learned how persuasive techniques make tobacco-use look appealing. Armed with valuable information, the teens then produced their own series of video public service announcements designed to discourage teen smoking.

Students wrote, produced and acted in their own Public Service Announcements. Students went to KDHX TV for training and production.

A HIT WITH CITY HALL

On Monday, October 23, four members of the Jennings All Stars addressed the Jennings City Council. *Akil Hutchins*, *Trenton McClellan*, *Abeni Johnson*, and *Billy Rucker* were guest presenters at the monthly council meeting.

The students showed the videos they produced as part of the Summer Pilot program implemented in partnership with UM-St. Louis and funded by the Missouri Foundation for Health.

The TEAM (Tobacco Education and Media) project uses media education and media production to help students assess health risks, identify policy issues and ultimately use media to make their voices heard.

City Councilwoman, Yolonda Fountain-Henderson said, "I thought the All Stars gave an excellent presentation. It is so wonderful to see students doing something positive".

Special Interest Items:

- See page 2 for information about the Great American Smoke-Out
- We can arrange for a presentation to your group. Call 314-516-4604

Team Members

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The All Stars

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Making informed decisions and healthy choices

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www.characterandcitizenship.org

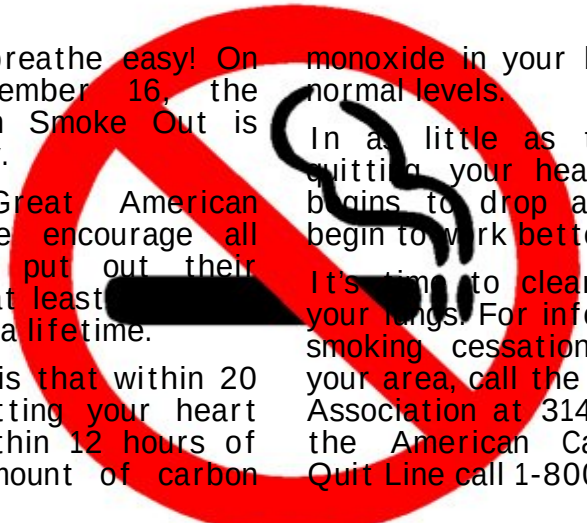
Targeting Teens

According to the Centers for Disease Control and Prevention (CDC), cigarette smoking among African-American teens increased 56 percent in the 1990s. If current patterns continue, an estimated 1.6 million African Americans who are now under the age of 18 will become regular smokers. About 500,000 of those smokers will die of a smoking related disease.

Sun Auto shows Jennings Videos

The TEAM Jennings public service announcement videos are being shown at both Sun Auto locations. Just stop by the customer lobby at either location (7325 W. Florissant or 6819 W. Florissant) Monday through Friday from 8 AM to 5 PM. If they are not being shown, please ask the Sun Auto Customer Service Representative to play the DVD for you.

Let's Clear the Air



Get ready to breathe easy! On Thursday, November 16, the Great American Smoke Out is headed your way.

During the Great American Smoke Out we encourage all Missourians to put out their cigarettes for at least [redacted] and perhaps for a lifetime.

The good news is that within 20 minutes of quitting your heart rate drops. Within 12 hours of quitting the amount of carbon monoxide in your blood drops to normal levels.

In as little as two weeks of quitting your heart attack risk begins to drop and your lungs begin to work better.

It's time to clear the air, and your lungs! For information about smoking cessation programs in your area, call the American Lung Association at 314, . To contact the American Cancer Society Quit Line call 1-800-ACS-2345.

Introducing The Youth Empowerment Program at The University of Missouri – St. Louis

The Goal of the Youth Empowerment Program and TEAM Jennings is to reduce the number of new tobacco users through an interdisciplinary tobacco use prevention program that combines a strong media literacy and public advocacy approach. The project includes media literacy training, and provides a creative outlet for student produced media.

Funding for this project is provided by a grant from The Missouri Foundation for Health, to the University of Missouri – St. Louis.

Jennings Teachers Attend Media Education Conference in Burlington, Vermont

The Action Coalition for Media Education (ACME) held a conference at Champlain College in Burlington, Vermont this past October.

Jennings teachers Jeremy Resmann, Valerie Garrett and Beth White took the long trip to learn more about the connections between media consumption and health.

Center for Character & Citizenship
University of Missouri-St. Louis—College of Education

University of Missouri St. Louis

MFH Missouri Foundation for Health