



Maui Nui Youth Council Media Advocacy Proposed Curriculum

We will be using the current bill HB 1935 (lowering the Blood Alcohol Content to .05%) as a platform to build these skills. The youth council will produce media content for this legislation to foster awareness through multiple media platforms.

Curriculum Content Overview Menu

<u>Media Literacy Skills</u>	<u>Advocacy Skills</u>
<p>Industry Values, Media Strategies, Media Literacy</p> <ul style="list-style-type: none"> ● Media Literacy 101 ● What matters to the industry ● Who's Behind the Info ● What Do Other Sources Say ● What is the Evidence ● Evaluating the Evidence 	<p>Individual Empowerment, Values and Capacity Building</p> <ul style="list-style-type: none"> ● Name Game ● Group Resume ● Character Castles – Group Agreement ● Lokahii Wheel– Personal/Industry ● EP 101 – Actions vs. Activities ● EP In Action
<p>Dissecting messages/media content</p> <ul style="list-style-type: none"> ● Analysis of media <ul style="list-style-type: none"> ○ Verifying Claims on Social Media ○ Sponsored Content ● 4 P's 	<p>Research, Data Collection, and Analysis</p> <ul style="list-style-type: none"> ● Data Processing/Quick Line Up ● Building Bridges ● Candy Sorting - Data Into Action ● Dr. Anatomy ● Feedback Process
<p>Understanding content delivery protocols</p>	<p>Communication, Collaboration, and Networking</p> <ul style="list-style-type: none"> ● Question Game ● Story of Solutions ● Background Conversations and Listening

	<ul style="list-style-type: none"> ● Commitment Behind the Complaint ● One Word
Proper media communication skills	<p>Presentation, Public Speaking, and Press Release</p> <ul style="list-style-type: none"> ● Transformational Speaking ● Public Speaking
Old School Media VS New School Media	<p>Policy and Project Development</p> <ul style="list-style-type: none"> ● Policy Action Steps ● Putting A Plan Together/Ready Set Go ● Time Management ● What is Your Why ● Youth Testimony Template
Media content production	Policy Project Implementation

Training Tools

Weekend Training Day One – 8 hours - Sample Agenda

- (15 min.) Challenge/Icebreaker – Name Game (1)
- (15 min.) Team Builder – Group Resume (2)
- (45 min.) Group Activity 1 – Authentically Me/Character Castles (3)
- (15 min.) Break
- (60 min.) Media Literacy 101
- (30 min.) Group Activity 2 – Lokahi Wheel – Print ads and where it fits
- (30 min.) Lunch
- (75 min.) Dissecting Media Messages and Content
- (15 min.) Break
- (120 min.) Group Activity 3 – EP 101(4)
- (60 min.) Group Activity 4 – Actions vs Activities (5)

Weekend Training Day Two – 8 hours – Sample Agenda

- (15 min.) Challenge/Icebreaker – Quick Line Up (6)
- (20 min.) Team Builder – Building Bridges (7)
- (90 min.) Data Into Action – Candy Sorting Analysis (8)
- (15 min.) Break
- (60 min.) Analysis of Media
- (30 min.) Lunch
- (15 min.) Diligent Doctors (9)
- (15 min.) Feedback Process (10)
- (75 min.) The 4 P's Design a Product (11)
- (15 min.) Break
- (10 min.) Question Game (12)
- (10 min.) Story of Solutions - [The Story of Solutions](#)

(90 min.) Understanding Content Delivery - Policy Steps

(15 min.) Closing Activity - Head, Heart, Feet - What you are thinking, feeling or action are you motivated to take after our two day retreat?

We will be using the current bills to lower the Blood Alcohol Content to .05% as a platform to build these skills. The youth council will produce media content for this legislation to foster awareness through multiple media platforms.

Youth will be trained to lead their meetings, identify opportunities to help their communities and build skills to advocate on behalf of their generation, their community, and their future.

Current Schedule (Subject to change)

<u>Date</u> <u>(Weeks)</u>	<u>Media Literacy and Advocacy</u>
Weekend 1 (Saturday) Tentative 3/20-23	<ul style="list-style-type: none">● See detailed curriculum page 3
Weekend 2 (Sunday) Tentative 3/20-23	<ul style="list-style-type: none">● See detailed curriculum page 3.
Week 1	Research and Data collection/analysis <ul style="list-style-type: none">● (10 min.) Icebreaker - Risky Business (W1.1)● (20 min.) What's The Evidence - Use Post-Its for youth thoughts.● (20 min.) Evaluating Evidence - Add BAC example for review.● (20 min.) What do other sources say - Add a BAC example for review.● (20 min.) Evaluating Photos - ID Reverse Image Searches● Youth Adult Partnerships (W1.2, PowerPoint.; W1.2.A, Ladder of Participation; W1.2.B YAP Facilitators Guide)
Week 2	Media Research <ul style="list-style-type: none">● (10 min.) Icebreaker -● News vs Opinion● (60 min.) Choosing Change (W2.1 Facilitator Guide; W2.2 Background Conversations PowerPoint.)● Instagram/TikTok - What should we ask?
Week 3	Research and Data collection/analysis

	<ul style="list-style-type: none"> ● Overview of how to use the camera and approaching people at the mall. ● Conduct interview at the mall for TikTok and Instagram Posts
Week 4	Pre-Production <ul style="list-style-type: none"> ● (10 min.) Icebreaker - Back Art ● (50 min.) Presenting With Confidence
Week 5	Event/Production - Instagram/TikTok Project Development
Week 6	Event/Production - Instagram/TikTok Project Development <ul style="list-style-type: none"> ● Commitment Behind the Complaint ● Review data from post ● Reframing/Designing our new TikTok/Instagram Messages
Week 7	<ul style="list-style-type: none"> ● Policy Steps Refresh ● Tactic Choose Wisely ● Policy In Action - Ready Set Go - Activity dictates the next 7 Weeks of program based on youth choices. ●
Week 8	Radio Production @ Radio station
Week 9	Production
Week 10	Production
Week 11	<ul style="list-style-type: none"> ● Production ● Red Carpet Event Planning/Team Celebration <ul style="list-style-type: none"> ○ Where ○ What's Included ○ How - Agenda for night ○ Who
Week 12	Production
Week 13	Production
Week 14	Production
Week 15	Red Carpet Event and Team Celebration