









Healthy Viewing, Healthier Development, Happier Children

YMA's resources to support healthy media use in early childhood

YMA has a range of resources designed to support and encourage parents to develop healthy media use with their young children. These resources are available for national distribution. It is preferable that they are handed out, made available or delivered in the context of a health or education setting, and ideally with the endorsement of a trusted children's professional.

Resources can be packaged together or offered separately, and tailored to suit different levels of parent literacy and professional settings. Resources include:

	<p>TV and Your Child <i>Information sessions</i></p> <p>Presentation and discussion with parent groups about basic media messages. Supported by brochure and poster (see below). Successful pilot conducted in low socio-economic area metropolitan Adelaide. Most suited to community centres working with disadvantaged groups, including new arrivals.</p> <p><i>Sessions tailored to suit audience and scheduling. Charges to be negotiated.</i></p>
	<p>TV and Your Child <i>Brochure and poster</i></p> <p>Attractive, very simple language, concertina fold brochure (folded size 10cm square). Photos depicting six media issues and associated risks (violence, food ads, scary movies, TV news, too much TV, TV in bedroom). A3 poster.</p> <p><i>Funding needed to cover reproduction and distribution costs.</i></p>
	<p>Choosing Fright-free Viewing <i>DVD and booklet package, with A3 poster and A4 flyer</i></p> <p>Support and encourage parents to reduce exposure of under sevens to media violence. Now captioned for hearing impaired. Ideally suited for distribution to school and public libraries, child care networks and community centres.</p> <p><i>Orders of 1000 or more: \$7.85 each (GST incl) (close to cost price).</i></p>
	<p>Healthy Viewing for Healthy Eating <i>DVD and booklet package, A3 poster, A4 flyer, short videos re food ads</i></p> <p>Support and encourage parents to reduce exposure of under sevens to food advertising. Ideally suited for distribution to maternal child health nurses, health promotion libraries, community centres. Optional extra of <i>Fight Childhood Obesity</i> resources: 5 minute infomercial with Rosemary Stanton, 30 second television commercial with Benita Collings, DL folded brochure.</p> <p><i>Orders of 1000 or more of main DVD (captioned for hearing impaired) \$7.85 (GST incl) each.</i></p>
	<p>Fact Sheets and brochures for parents and professionals</p> <p>YMA has over 60 Fact Sheets, with research based information about many media and children issues. Includes eight part <i>Mind Over Media</i> series (media and early brain development), three part <i>Keep your children out of the firing line</i> series (food ads) and other topics such as internet safety, violence in computer games and many more. Several attractive brochures, of particular interest brochure (DL folded) available to promote YMA's <i>Know Before You Go</i> Movie Review Service.</p> <p><i>Funding needed to cover reproduction and distribution costs of KBYG brochure.</i></p>
	<p>Detailed information and reference lists</p> <p>Detailed information about current developments in the field of children and the media is contained in <i>small screen</i>, YMA's monthly news digest. <i>Small screen</i> is available as a downloadable pdf from the YMA website, the most recent three issues for members and subscribers only, and public access to archived issues. The YMA website, YMA Fact Sheets and <i>small screen</i> contain extensive reference lists on all topics.</p> <p><i>Articles can be written for journals, parenting websites etc. Charges to be negotiated.</i></p>