

Dear **Elementary Level Health and Consumer Education** Teachers,

For over two decades, [Project Look Sharp](#), a mission-driven not-for-profit **media literacy** organization at Ithaca College, has been collaborating with educators to provide free, inquiry-based, standards-aligned **media analysis lessons** that integrate core subject area content and skills with [habits of critical questioning](#).

Below you will find an overview of our lessons for **Elementary School Health** followed by an introduction to the purpose and pedagogy of [our approach](#), ending with information about our free professional development resources for [Constructivist Media Decoding](#).

THE LESSONS:

We currently have [47 lessons](#) incorporating [question-based media analysis](#) into health and consumer education at the elementary level. This includes the kit [Critical Thinking and Health](#) for K-1 that uses popular culture media (commercials, toys, packaging) to teach nutrition, consumer education and media literacy.

Below are just some of our **newest lessons** for teaching **health and consumer education**. Click on any title below to get a brief description and to download all the teaching materials.

[Mr. Rogers: What Do We Do When Our Feelings Are Hurt?](#)

[Wash Your Hands – What’s the Right Way?](#)

[Who is Family?](#)

[What’s in My Lunchbox?](#)

[Cyberbullying: How It Hurts & How to Help](#)

[Internet Messages About Toys: What’s the Purpose?](#)

[Who's Selling Me This Food?](#)

CONSTRUCTIVIST MEDIA DECODING:

We believe that the critical analysis of all media messages - from books to food packages, paintings to *YouTube* videos - must become habitual for all our students. Students need **continual practice** in asking [critical thinking questions](#) such as;

- *What are the messages here about _____?*
- *Who produced this, for what purpose?*
- *Is the source and information believable? Why or why not?*

- *What do you learn about yourself from this lesson?*
- *Now that you've thought about this, what might you do differently?*

For this kind of self-reflective critical analysis to become ingrained, we need to have students practice this questioning, in age-appropriate ways, from Kindergarten through 12th grade, and in diverse subject areas. And we need effective and **efficient methodologies and free materials** to support the integration of media analysis into the core curriculum – helping us to teach what we already teach in ways that **engage more students** more effectively.

Project Look Sharp has published over [500 media analysis lessons](#) on our website and over [70 professional development resources](#) for this purpose. All of our lessons – including the lesson plans, media materials, and other handouts – are grant-funded so we can make them available **FREE for educators** through the [Project Look Sharp](#) website. All you need to do is set up a [free account](#).

PROFESSIONAL DEVELOPMENT RESOURCES:

Project Look Sharp also has short, annotated [video demonstrations](#) of in-person and online classroom media decoding for different levels and subjects including: *YouTube Recommendations: What Do I do?* and *Gender in Children's Commercials*.

Our extensive [free PD materials](#) about **curriculum driven media decoding** include:

- [Key Questions to Ask When Analyzing Media Messages](#) and other handouts and posters
- [Articles and webinars](#) about Constructivist Media Decoding
- A [DIY Guide](#) for creating your own lessons

Please consider signing up for a [free account](#) to fully view our lessons and get added to our [email list](#) so that you will get periodic notices about new lessons and resources. And please pass on the word about [Project Look Sharp](#). Together we can build a more civil, reflective and just society for all.

Project Look Sharp

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