

# Rock Hill Herald Online

[Next Story >](#)

Vladar Company Unveils Cover Art And Visual Teaser For The New Graphic Novel

## Media Literacy Programs Prevent Youth Smoking and Drinking

Published: May 1, 2013 Updated 20 hours ago

By Princeton Health Press

WHITE PLAINS, N.Y., May 1, 2013 — /PRNewswire/ -- Princeton Health Press is pleased to announce the addition of three evidence-based prevention programs from Innovation Research & Training (iRT) that focus on media literacy. *Media Detective*, *Media Detective Family Night*, and *Media Ready* encourage healthy awareness about alcohol and tobacco use, enhance critical-thinking skills, and delay or prevent the onset of underage tobacco or alcohol use.

*Media Detective* is designed for 3rd- to 5th-grade students. This entertaining, interactive, activity-based program allows students to unravel the meanings behind advertisements and media messages. For families, there is *Media Detective Family Night*, which is a one-time workshop that welcomes parents and guardians into a school-based media literacy education and substance use prevention program.

*Media Ready* is for use with 6th- to 8th-grade students. Through ten lessons of interactive activities, hands-on practice, and small group work, students discover the media world around them and develop skills to better understand the messages that are being sent to them.

"We are so pleased and honored to have *Media Detective* and *Media Ready* be represented by Princeton Health Press, our country's leading drug abuse prevention publishing company," said program developer Dr. Janis B. Kupersmidt, an internationally known expert on positive youth development and substance abuse and violence prevention. "Their global reach and stellar reputation will help us to reach more youth, schools, and communities about the importance of developing critical thinking skills regarding unhealthy media messages."

Dr. Kupersmidt is President and Senior Research Scientist at Innovation Research & Training, a behavioral sciences research company that conducts translational scientific studies; training, technical assistance, and evaluation projects; and dissemination of products and services designed to improve the health and well-being of youth, families, organizations, and communities.

"We are delighted to welcome Innovation Research & Training into our stable of valuable and respected prevention products," noted Craig Zettle, Vice President of Princeton Health Press. "Their evidence-based media literacy programs are a great addition that fits with our mission of bringing quality evidence-based programs and services to agencies and institutions serving at-risk youth."

**About Princeton Health Press** Princeton Health Press (PHP) is located in White Plains, NY and is one of the country's leading health education publishing companies. PHP publishes the highly acclaimed Botvin *LifeSkills Training* series, as well as many other substance abuse and violence prevention titles that can be used in schools, communities, and families to promote health and personal development. Visit [www.lifeskillstraining.com](http://www.lifeskillstraining.com) for more information.

SOURCE Princeton Health Press

[Back to Top](#)  
[< Previous Story](#)

**SHAREHOLDER ALERT: Levi & Korsinsky, LLP Announces Investigation into Possible Breaches of Fiduciary Duty by the Board of Telular Corporation in Connection with the Sale of the Company to Avista**