



SAVE Programs
Impact Children's Lives

What Needs to be Done About the Effect of Media Violence on Children?

Children are exposed to violence in many ways, one prevalent way is through the media. Common media consumption is no longer just through TV, radio, newspaper and magazines. Now, children also consume media through MP3 players, cell phones, computers, video games and DVD's. Violent content, once reserved for R-Rated movies is now common place and often tolerated.

Health organizations across the world recognize the danger, media violence, puts children in when it is repeatedly consumed without supervision and without being media literate.

"Given the enormous influence that electronic media in all of their forms exerts on the lives of children, it is astonishing how little parents, researchers and policymakers have been spurred to action."

(Dimitri A. Christakis and University of Washington's Frederick Zimmerman, Archives of Pediatrics and Adolescent Medicine)

"We don't need any more studies. We know what the media effects are. We need to help kids to become more media literate."

(Lynda Bergsma, University of Arizona's Mel and Enid Zuckerman, College of Public Health)



Empowering Youth To Prevent Violence

Media Violence Education Project



Media Literacy: Essential to Thriving Communities in the 21st Century



SAVESNet helped me talk through problems and find who I really am. The program prevents my peers and I from getting into violent situations and pointed in the right direction.
Valquisa G. SAVESNet Member

" I learned a lot about how violence is wrong and that I should stand up to it and stop it. I really enjoyed being in the SAVE Program at my school!"
SAVESNet Member, age 10

Ever since I started SAVESNet it has been a great experience. It has helped this school out a lot more. There has been less fights, less trouble and more learning and fun.
Ricky B., SAVESNet Member

This will help me avoid fights because I learned how to ignore and walk away.
Miranda, SAVESNet Member

Now I understand it takes more than just a "hey stop" to stop a fight. I think I have the power to prevent violence.
Faith Moore, age 12

The students at Linden McKinley are actually promoting non-violence. A lot of peoples perspectives of life are totally different. It has changed my life to. If I'm about to make a decision I think about SAVESNet and then I do the right thing.
Myisha T., SAVESNet Member

Mission of SAVE
To empower youth, through results oriented programming and services to prevent violence and promote healthy lives.

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501(c)3 Nonprofit Organization
Founded in 1994

Media Violence Education Project



A 2001 Joint Statement of 6 Major US Public Health Organizations, on the *Impact of Entertainment Violence* reported:

“The effect of entertainment violence on children is complex and variable. Some children will be affected more than others. But while duration, intensity, and extent of the impact may vary, there are several measurable negative effects of children’s exposure to violent entertainment. These effects are on emotional, social and behavioral health of



children and take several forms: (1) violence becomes an effective and acceptable way of settling conflicts, (2) emotional desensitization to real life violence, (3) mean world perception leading to overprotective behaviors and mistrust, and (4) higher tendency to use violent aggressive behaviors.”

In addition, the 2001, *Youth Violence: A Report of the Surgeon General*, states

“Research to date justifies sustained efforts to curb the adverse effects of media violence on youth.” In addition, within the broader examination of the causes and prevention of youth violence, media violence may be regarded as one of many complex influences on young people’s behavior. (US Department of Health and Human Services, “*Youth Violence: A Report of the Surgeon General*” (2001: 92-93))



The goal of the Media Violence Education Project (MVEP) is to develop critical thinking skills about the media and media violence in youth and adults who care about the well being of the children in their lives.

SAVE does this by offering interactive media literacy workshops to adults and students in grades 3-12.

Workshops are customized to the audience and time available.

The general workshop covers, (1) The Business of Media/Media Basics, (2) Media Critiquing and (3) Advocacy for Change.



Since 1995, SAVE has been offering workshops to educate adults and children. Since then SAVE has presented workshops to over 3,300 individuals.

Workshops are offered from 1-6 hours for up to 40 participants at a time. All workshops are offered at the host location site.

Nonprofit or School Rate: \$250 for first hour. An additional \$100 for each additional hour.

Corporate Rate: \$400 for first hour. An additional \$125 for each additional hour.



Workshops are evaluated with a Post Test for participants and Satisfaction Survey for the host. In 2006 the program reached over 1,100 individuals with an average of 76% correct answers on the post test.

Comments from host sites included:

“very informative, very needed”

“interactive format, content great”

“100% of hosts agreed they would recommend the workshop to others and that the workshops were age appropriate, culturally appropriate, clearly articulated, and encouraged participants to critically think about the media”

