



PowerTalk for Families

What are Media Influences?

Our children are surrounded with many messages each day that attempt to influence the choices they make. It's never too early to learn to be aware of those influences and develop skills to manage them so that when they make a choice—whether it's a choice about where to eat, which shoes to buy or how to live their lives—the choice is truly theirs.

Family Activity- Advertising is EVERYWHERE!

Part 1: Information Gathering- Pick a day and have everyone in the family write down different types of advertising messages that they observe during the day. (TV, movies, billboards, print, internet, or watch the commercials during the Super bowl etc.).

Part 2: Family Chat- Find a comfortable place to gather. Grab a snack and have a chat about the information you gathered. What were the messages that you observed? Where did you see them? How many times did you see them during the day? How much did it make you want to buy/use the product? What are other things that we observe during the day that influence us?

Be aware of media influence, learn about the products and what they do so that when you need to make a decision about using or buying one, the decision is really YOURS and not the result of media influence. Model this when making decisions about products you are using or buying. Speak out loud about the process when appropriate. Becoming a discerning consumer helps to build skills that will help our children make wise choices in all areas of their lives.

For more information on how media influence our youth, check out this [Parents Use Your Power newsletter](#).