

## Workshop Descriptions



# when violence

becomes entertaining...

Recapturing childhood and  
adolescence from the toxic  
influence of media



**October 15-16, 2010**

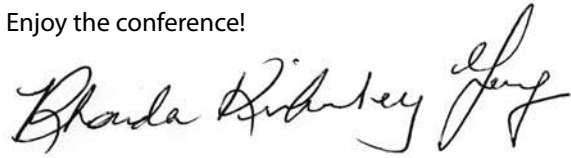
Doubletree by Hilton Toronto Airport  
655 Dixon Road  
Toronto, ON M9W 1J3

**THIS CONFERENCE IS PROUDLY  
BROUGHT TO YOU BY THE:  
Ontario Teachers' Federation (OTF)**

The Ontario Teachers' Federation is delighted to offer this Media Violence Prevention conference with the assistance of funds provided by the Ministry of Education in support of teacher professional learning. We are very pleased with the caliber of speakers, panelists and workshop presenters we are bringing to you over the next two days. We are also pleased that this conference provides an opportunity for teachers to be joined by parents, trustees, administrators, police officers and others with a particular interest in the impact of violent media on children and adolescents. We are all bombarded by media—at home, at school, at work, in the car... Media is pervasive and a team approach is clearly the best strategy to help young people be critical of what they see and hear and help them make choices which are appropriate.

We would be remiss if we did not begin by recognizing the Ontario Public School Boards' Association. Several years ago, the OPSBA decided to tackle the issue of media violence by bringing together a coalition of representatives in education and beyond. The Coalition (made up of teacher Federation representatives, principal representatives, trustees, student trustees, parents' groups, victims' groups, police and experts in the field of media violence), is still going strong and has been one of the most constructive and collaborative groups with which I've had the pleasure to work. The Coalition's key goals have been to raise awareness of the issue of media violence, develop resources for teachers and parents alike to support critical media literacy and promote positive strategies to combat the impact violence has on young people when it is viewed as "entertainment." OTF appreciates the valuable input of the entire coalition in planning this conference and its efforts to engage its respective membership in this important issue.

Enjoy the conference!



**Rhonda Kimberley-Young**  
OTF Secretary-Treasurer

**Members of the Media Violence Coalition:**

Association of Local Public Health Agencies  
Canadian Centre for Abuse Awareness  
Centre for Prevention Science, Fourth R Project, University of Western Ontario  
Elementary Teachers' Federation of Ontario  
Ontario Catholic School Trustees' Association  
Ontario English Catholic Teachers' Association  
Ontario Federation of Home & School Associations  
Ontario Physical and Health Education Association  
Ontario Principals' Council  
Ontario Provincial Police, Crime Prevention Section  
Ontario Public School Boards' Association  
Ontario Secondary School Teachers' Federation  
Ontario Student Trustees' Association  
Ontario Teachers' Federation

# Workshop Schedule

**SESSION A WORKSHOPS**

**Friday, October 15, 2010**

<b>TITLE</b>	<b>PRESENTER(S)</b>	<b>LOCATION</b>
<b>Teach, Don't Protect</b>	Linda Millar	International A
<b>Nurturing Visual Literacy in Youth</b>	Garfield Gini-Newman	Mississauga B
<b>Questioning Media is CRITICAL!</b>	Brenda Sherry Peter Skillen	International B
<b>The Fourth R©: Uniting our Nations— Relationship-Based Programming for Aboriginal Youth</b>	Andrew Judge	London
<b>The Fourth R©: A School-Based Healthy Relationship Program</b>	Debbie Townsley	Peel
<b>The Fourth R©: Addressing Healthy Relationships through English, Media and Language Arts</b>	Connie Bray Toni Wilson	Halton
<b>Media Literacy in the Early Years</b>	Ken Pettigrew	Paris
<b>Media Violence Resource for Secondary Students</b>	Katie Cole Heather Jakobi	International C
<b>Prévenir l'intimidation et la discrimination dans les écoles : campagne de sensibilisation « Bien- être à l'école » de la FEO et du COPA</b>	Randa Meshki Luc Loiselle	Aurora
<b>Preventing Bullying and Discrimination in Schools: OTF and COPA's Safe@School Campaign</b>	Lisa Weintraub Mohini Athia	Mississauga C

# Workshop Schedule

**SESSION B WORKSHOPS**

**Saturday, October 16, 2010**

<b>TITLE</b>	<b>PRESENTER(S)</b>	<b>LOCATION</b>
<b>Teach, Don't Protect</b>	Linda Millar	International A
<b>Questioning Media is CRITICAL!</b>	Brenda Sherry Peter Skillen	International B
<b>Cyber Risk</b>	Monica Cachagee	Mississauga C
<b>Media Violence: What Can Parents Do?</b>	Cathy Hird	Mississauga B
<b>The Fourth R©: A School-Based Healthy Relationship Program</b>	Debbie Townsley	Halton
<b>Media Literacy in the Early Years</b>	Ken Pettigrew	Paris
<b>Media Violence Resource for Secondary Students</b>	Katie Cole Heather Jakobi	International C
<b>Media Violence Forum Theatre (Double Session B &amp; C)</b>	Toni Wilson & Cast	New York
<b>The Shrug Factor</b>	Karen Horsman	London
<b>Preventing Bullying and Discrimination in Schools: OTF and COPA's Safe@School Campaign</b>	Mohini Athia Chris Veldhoven	Peel
<b>OEFTA Bullying Prevention Initiative: Elementary</b>	Anna Morrison	Windsor

# Workshop Schedule

**SESSION C WORKSHOPS**

**Saturday, October 16, 2010**

<b>TITLE</b>	<b>PRESENTER(S)</b>	<b>LOCATION</b>
<b>Teach, Don't Protect</b>	Linda Millar	International A
<b>Nurturing Visual Literacy in Youth</b>	Garfield Gini-Newman	International B
<b>Cyber Risk</b>	Monica Cachagee	Mississauga C
<b>The Shrug Factor</b>	Karen Horsman	London
<b>The Fourth R®: After School Program</b>	Debbie Townsley	Halton
<b>Media Literacy in the Early Years</b>	Ken Pettigrew	Paris
<b>Media Violence Resource for Secondary Students</b>	Katie Cole Heather Jakobi	International C
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<b>Preventing Bullying and Discrimination in Schools: OTF and COPA's Safe@School Campaign</b>	Mohini Athia Chris Veldhoven	Peel
<b>OEFTA Bullying Prevention Initiative: Secondary</b>	Cathy Hird	Mississauga B

## SESSION A WORKSHOPS - FRIDAY, OCTOBER 15, 2010

## Teach, Don't Protect: Helping Children To Develop the Skills to Understand, Interpret and Ask Questions About the Media They Consume

**Linda Millar**

*(Concerned Children's Advertisers)*

**International A**

Today's children and youth are growing up in a digital world. Entirely at ease in this new reality, young people consume, create and distribute media for many hours every day. It is unavoidable that children will encounter media experiences and challenges that require them to ask questions, think critically and make informed choices. It is equally important for them to learn how to find the right balance in terms of time, content and intensity of their media use. By teaching children how to construct, deconstruct, analyze, interpret and manage their media, they can be empowered to make life and media choices that are right for them.

## Nurturing Visual Literacy in Youth

**Garfield Gini-Newman**

*(The Critical Thinking Consortium)*

*(OISE/UT)*

**Mississauga B**

In a media-saturated world it is more important than ever that students are visually literate and able to view images presented in print and film with a discerning eye. In this workshop, participants will explore how to provide youth with the intellectual tools to become critical consumers of media, as well as active and aware participants in the creation of knowledge and values that will shape their lives. Using The Critical Thinking Consortium's framework for critical inquiry, participants will engage in activities that nurture visual literacy in students.

## Questioning Media is CRITICAL!

**Brenda Sherry** *(Educator)*

**Peter Skillen** *(Educator)*

**International B**

Help students use critical thinking to deconstruct the media messages they view around them every day, from commercials and print ads to websites and music videos. Using the Media Literacy Curriculum, this session will show you how to help students to: recognize the forms of a variety of media texts; recognize bias and stereotyping; read "between the lines"; recognize whose voice is being heard and whose is missing; question the connections between entertainment and self-image; and question the motives that lie behind media productions and how these factors influence content.

## **The Fourth R<sup>©</sup>: Uniting Our Nations-Relationship-Based Programming for Aboriginal Youth**

**Andrew Judge**

*(CAMH Centre for Prevention Science)*

**London**

The Uniting Our Nations programs include Fourth R<sup>©</sup> Aboriginal Perspectives Curriculum, elementary and secondary school mentoring programs and Grade 8 Transition Conferences. These programs offer opportunities for youth to explore their leadership capabilities, engage in culturally enhancing activities, and be connected to role models in their schools and communities. In this session, the Uniting Our Nations program history, goals and structures will be described, as will feedback from various stakeholders.

## **The Fourth R<sup>©</sup>: A School-Based Healthy Relationship Program**

**Debbie Townsley**

*(Educator)*

**Peel**

The Fourth R<sup>©</sup> is a comprehensive school-based prevention program for adolescent risk behaviours. The foundation is a skill-based curriculum that promotes healthy relationships and targets violence, high risk sexual behaviour and substance use among adolescents. Fourth R<sup>©</sup> is based on extensive research and applies best practice approaches to building skills, promoting positive student behaviours and reducing harm among adolescents. Participants will learn how the program is being implemented in elementary and secondary schools.

## **The Fourth R<sup>©</sup>: Addressing Healthy Relationships Through English, Media and Language Arts**

**Connie Bray** *(Educator)*

**Toni Wilson** *(Educator)*

**Halton**

This workshop uses the Fourth R<sup>©</sup> framework to address ways in which teachers of English, Media, and Language Arts can address important Healthy Relationships topics with students through a wide range of texts, both current and traditional. Emphasis is on a critical literacy lens and specific classroom examples offer teachers practical strategies through which they can promote Healthy Relationships while addressing subject-specific knowledge and skills.

## **Media Literacy in the Early Years**

**Ken Pettigrew** (*Educator*)

**Paris**

We are immersed in complex media messages each and every day. For our youngest learners, these messages can be particularly confusing and conflicting. In this workshop, participants will explore practical classroom strategies aimed at introducing young students (JK-3) to media education, and developing the critical thinking that is required to make sense of it all.

## **Media Violence Resources for Secondary Students**

**Katie Cole** (*Educator*)

**Heather Jakobi** (*Educator*)

**International C**

New Media is transforming the world in which our youth live. As our students are creating, producing, consuming, gaming, broadcasting, blogging and more, teachers are asking themselves, "Can I play too?" This workshop gives teachers the tools to engage students with new media while helping students develop skills for the 21st century. Participants will be presented with new media violence lesson plans to help support critical media literacy. These lessons are aligned with the English Media Studies strand for Grades 9 to 12. Unit topics include: The Changing Face of Journalism, Pop Culture Icons and Celebrities, Teasers and Trailers, Active Audiences, and Cell Phone Savvy.

## **Prévenir l'intimidation et la discrimination dans les écoles : campagne de sensibilisation « Bien-être à l'école » de la FEO et du COPA**

**Randa Meshki**

**Luc Loiselle**

(*COPA*)

**Aurora**

Les personnes qui participeront à cet atelier en apprendront davantage sur l'initiative provinciale destinée au personnel enseignant, créée par la Fédération des enseignantes et des enseignants de l'Ontario (FEO) et le Centre ontarien de prévention des agressions (COPA) intitulée Bien-être à l'école. Cette initiative est financée par le ministère de l'Éducation sur une période de quatre ans.

Renseignez-vous sur l'approche unique du COPA en matière d'équité et d'éducation inclusive et sur les stratégies novatrices élaborées par la FEO pour inciter les membres du personnel des écoles à réfléchir et à échanger sur ces sujets tout en se renseignant davantage sur le changement social positif et la défense des droits.

## Preventing Bullying and Discrimination in Schools: OTF and COPA's Safe@School Campaign

**Lisa Weintraub**  
**Mohini Athia**  
(COPA)

**Mississauga C**

Participants in this session will learn about the innovative, province-wide teacher-focused initiative created by the Ontario Teachers' Federation and the Centre ontarien de prévention des agressions (COPA): Safe@School (subsidized over four years by the Ministry of Education).

Find out more about COPA's unique approach of working through the Ontario Teachers' Federation to engage schools in reflection and dialogue, and learn more about positive social change and advocacy.

**SESSION B WORKSHOPS - SATURDAY, OCTOBER 16, 2010****Teach, Don't Protect: Helping Children to Develop the Skills to Understand, Interpret and Ask Questions About the Media They Consume****Linda Millar***(Concerned Children's Advertisers)***International A**

Today's children and youth are growing up in a digital world. Entirely at ease in this new reality, young people consume, create and distribute media for many hours every day. It is unavoidable that children will encounter media experiences and challenges that require them to ask questions, think critically and make informed choices. It is equally important for them to learn how to find the right balance in terms of time, content and intensity of their media use. By teaching children how to construct, deconstruct, analyze, interpret and manage their media, they can be empowered to make life and media choices that are right for them.

**Questioning Media is CRITICAL!****Brenda Sherry** *(Educator)***Peter Skillen** *(Educator)***International B**

Help students use critical thinking to deconstruct the media messages they view around them every day, from commercials and print ads to websites and music videos. Using the Media Literacy Curriculum, this session will show you how to help students to: recognize the forms of a variety of media texts; recognize bias and stereotyping; read "between the lines"; recognize whose voice is being heard and whose is missing; question the connections between entertainment and self-image; and question the motives that lie behind media productions and how these factors influence content.

**Cyber Risk****Monica Cachagee***(Provincial Constable, Crime Prevention Section)***Mississauga C**

Online risks to our youth include predators, cyber bullying, identity theft, scams, hate organization propaganda and recruitment and many others. It is a continuous challenge to keep up-to-date with current cyber risks, new technology and available resources. Intervention at a young age is essential. It is vital to educate our youth about risk factors and indicators of online crime before they become too computer savvy on their own. This session will provide an overview of the realities of the inherent dangers of the online worlds youth are drawn to. The common points where dangers lurk will be identified. Practical strategies are provided to assist in building a toolbox of prevention, intervention, and situation management of cyber risks.

## Media Violence: What Can Parents Do?

**Cathy Hird** (*Educator*)

**Mississauga B**

As today's storytellers, the mass media ensures the stories our children see routinely involve violence as an acceptable way of resolving conflict and defining relationships. What messages are we giving our children about the personal value system and cultural worldview we wish to pass on to them? This session provides practical strategies for reducing the amount of violent images in the lives of our children while giving participants an opportunity to discuss their concerns and efforts.

## The Fourth R<sup>®</sup>: A School-Based Healthy Relationship Program

**Debbie Townsley** (*Educator*)

**Halton**

The Fourth R<sup>®</sup> is a comprehensive school-based prevention program for adolescent risk behaviours. The foundation is a skill-based curriculum that promotes healthy relationships and targets violence, high risk sexual behaviour and substance use among adolescents. Fourth R<sup>®</sup> is based on extensive research and applies best practice approaches to building skills, promoting positive student behaviours and reducing harm among adolescents. Participants will learn how the program is being implemented in elementary and secondary schools.

## Media Literacy in the Early Years

**Ken Pettigrew** (*Educator*)

**Paris**

We are immersed in complex media messages each and every day. For our youngest learners, these messages can be particularly confusing and conflicting. In this workshop, participants will explore practical classroom strategies aimed at introducing young students (JK-3) to media education, and developing the critical thinking that is required to make sense of it all.

## Media Violence Resources for Secondary Students

**Katie Cole** (*Educator*)

**International C**

**Heather Jakobi** (*Educator*)

New Media is transforming the world in which our youth live. As our students are creating, producing, consuming, gaming, broadcasting, blogging and more, teachers are asking themselves, "Can I play too?" This workshop gives teachers the tools to engage students with new media while helping students develop skills for the 21st century. Participants will be presented with new media violence lesson plans to help support critical media literacy. These lessons are aligned with the English Media Studies strand for grades 9 to 12. Unit topics include: The Changing Face of Journalism, Pop Culture Icons and Celebrities, Teasers and Trailers, Active Audiences, and Cell Phone Savvy.

## Media Violence Forum Theatre (Double Session B & C)

**Toni Wilson** (*Educator*) & Cast

**New York**

**Cast:** David Bogaert, Kyle Courneya, Nicola Franco, Summer Leitch, Bronwyn Powell, Robin Rundle-Drake, Essau Saeidi, Aidan Wasse, David Wasse

Forum Theatre is an interactive drama presentation that uses oppressive situations to help audience members develop and practice possible solutions. The play will be viewed twice. The first time the audience will thoughtfully view the play and consider the inappropriate behaviour related to media violence. The second time the audience will stop the play and try to effectively change a moment which will positively affect the outcome of the story as well as lead to positive change in our communities.

NOTE: This is a double session workshop.

## The Shrug Factor

**Karen Horsman**

**London**

(*Freelance Journalist*)

We are all exposed to so many images in this digital world. As parents, it's easy not to think about what our children are exposed to and shrug it all away. The best way to break "the Shrug Factor" is to face the issues and ask questions. Participants will learn about current parenting trends and research and the impact parents have in helping their children navigate the digital world we live in. This dynamic, high energy presentation uses video clips, music and interactive exercises to encourage families to think critically about the media messages that surround us.

## **Preventing Bullying and Discrimination in Schools: OTF and COPA's Safe@School Campaign**

**Mohini Athia**  
**Chris Veldhoven**  
(COPA)

**Peel**

Participants in this session will learn about the innovative, province-wide teacher-focused initiative created by the Ontario Teachers' Federation and the Centre ontarien de prévention des agressions (COPA): Safe@School (subsidized over four years by the Ministry of Education). Find out more about COPA's unique approach of working through the Ontario Teachers' Federation to engage schools in reflection and dialogue, and learn more about positive social change and advocacy.

## **OECTA Bullying Prevention Initiative: Elementary**

**Anna Morrison** (*Educator*)

**Windsor**

Adapted from the OECTA bullying prevention initiative presentation, this workshop is intended to provide participants with practical strategies for addressing bullying behaviour amongst students. Participants will be given a brief overview of the nature and scope of bullying behaviours in light of today's communication technologies. As well, we will take a brief look at some practical resources for the prevention of bullying behaviour.

**SESSION C WORKSHOPS - SATURDAY, OCTOBER 16, 2010**

## **Teach, Don't Protect: Helping Children to Develop the Skills to Understand, Interpret and Ask Questions About the Media They Consume**

**Linda Millar**

*(Concerned Children's Advertisers)*

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**Garfield Gini-Newman**

*(The Critical Thinking Consortium)  
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## The Fourth R<sup>®</sup>: After-School Program

**Debbie Townsley** *(Educator)*

**Halton**

The Fourth R<sup>®</sup> After-School Program targets violence prevention through the promotion of positive, healthy relationships. Designed as a 12-session program to be used with youth (approximately ages 12-17) in schools or community settings, the program uses skill-based activities that promote healthy relationships and target a wide range of abuse and violence (bullying, peer and dating violence), high-risk sexual behaviour and substance use among adolescents. Core principles of skill development and awareness are used to build strengths, resilience, and coping skills among youth. This program builds skills among youth as a way of enhancing interpersonal functioning. Every aspect of the program, from the material presented to the relationships among facilitators and participants, is designed to model appropriate use of power and respectful relationships, and support youth empowerment. This is an interactive workshop where participants will learn about the background of the program and how to implement it in their school/community.

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## **OECTA Bullying Prevention Initiative: Secondary**

**Cathy Hird** (*Educator*)

**Mississauga B**

Adapted from the OECTA bullying prevention initiative presentation, this session will incorporate how nurturing emotional intelligence in the classroom can help to introduce primary and secondary strategies to address the pervasive problem of bullying behaviour. This interactive session will provide a brief overview of the theory of emotional intelligence followed by practice strategies and activities aimed at discovering how you relate to your students, ways to shape the emotional environment and nurture students' emotional intelligence competencies.



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becomes entertaining...

Recapturing childhood and  
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influence of media

