



MEDIABREAKER

Express

Activity #1

Hacking for Health

Time

45 minutes to an hour

Supplies

- Computer with video/audio capabilities

Introductory Activity Questions

- **HOW DO HEALTH “AUTHORITY FIGURES” INFLUENCE STAKEHOLDER DECISION-MAKING ABOUT HEALTH ISSUES?**
- **WHAT KIND OF VOCABULARY IS USED IN HEALTH-RELATED MESSAGING?**
- **HOW MIGHT HEALTH MESSAGING CHANGE BASED ON AUDIENCE (FOR EXAMPLE, DIFFERENT AGE GROUPS OR GEOGRAPHIC LOCATIONS)?**

Instructions

Hacking for Health invites participants to screen traditional health industry messaging and remix it to create more clear, accurate or helpful media.

- 1 Screen a media text or texts with a message about health - perhaps an commercial for a prescription medicine, a public service announcement, an ad for exercise gear or a video about a recent health news story.
- 2 In small groups, have students remix the message exploring the following questions:
 - How would you describe the people featured in the video? Why do you think they were used for this message?
 - How do you think the people who made this media would define 'health'?
 - Who do you think made this message, and why did they make it?
 - What action do you think the media producer wants you to take, and why?
- 3 Screen remixes as a class and discuss.