



## Training Description

Our Parental Advisory Training is a 90-minute interactive, multi-media session that exposes the negative effect that the mass media is having on our children. Through powerful imagery, video and engaging discussions, we address the root cause of adolescent risk behaviors such as substance abuse, violence, teen pregnancy, fatherlessness, bullying and underage drinking. Parents, teachers, youth workers and community leaders leave this training encouraged and equipped with the tools needed to not only effectively communicate with their children, but also counter the potentially deadly influence that music, movies, mainstream and social media has on our children. This training includes:

- One (1) 90 minute interactive and engaging presentation
- Free Raffle
- Handouts and Resources
- Evaluation

## Anticipated Results:

- Participants will have a better understanding of the Hip Hop and entertainment culture
- Participants will learn the purpose of subliminal messages/advertising and how it negatively effects youth
- Participants will know what to look and listen for in music, videos, movies and advertisement
- Participants will learn how to effectively fight against the “power” of radio and the mass media
- Participants will gain the information and confidence needed to wisely relate to their children’s problems
- Participants will gain the information needed to engage their children in critical thinking conversations
- Participants will gain the information needed to reduce the risks of their children participating in premature sexual activity and/or contracting an STD.

