



Canada's source for  
HIV and hepatitis C  
information

La source canadienne  
de renseignements sur  
le VIH et l'hépatite C

# An introduction to Media Literacy

Facilitator

Date



# CATIE is...

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- Canada's hepatitis C and HIV knowledge exchange broker
- a national not-for-profit agency working for 20 years
- CATIE connects people living with HIV or hepatitis C, at-risk communities, healthcare providers and community organizations with the knowledge, resources and expertise to reduce transmission and improve quality of life.

# Project outcomes for year 1

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- Opportunity for ethnocultural communities to receive health information through culturally tailored media and resources
- Provide capacity building opportunities in community workshops focussing on Media Literacy and Immigrant Health and ask for feedback and recommendations
- For each community to develop a new resource about hepatitis C and an awareness raising media campaign

# Group Guidelines

- creative expression is welcome
- cell phones on vibrate (shake not shout)
- go outside to take a call or type a text
- take care of yourself (feel free to step outside)
- respect others when they are talking
- respect confidentiality: what is said in the room stays in the room
- make space for others who aren't participating as much
- speak from your own experience: use "I" statements instead of "we", "they", "you"

# What is media literacy?

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- Literacy is the ability to read and write
- Media literacy refers to the ability to access, analyze, evaluate and create media messages of all kinds.

# All media messages are constructed

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- media do not present reality; they are not a window or reflection
- media messages are created, shaped, and positioned
- many decisions are made about what to include or exclude and how to represent reality

# Media messages use creative language with its own rules

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- messages are what you see or hear and they are also what you think or feel in response to the message
- it's important to distinguish between the literal meaning of something as well as our associations with the message

# Different people experience the same media message differently

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- we all analyze messages according to our specific experiences and social locations including ethnocultural identity, gender, socioeconomic status, sexual orientation and education



# Media have embedded values and points of view

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- messages will often take for granted certain values in their audiences that they will try to appeal to including values centered around faith, family, health and wealth

# Media are organized to gain profit and/or power

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- often messages are trying to promote action including buying things, getting involved around an issue, supporting a cause, donating money or simply telling a friend about it
- media takes money to create and broadcast, it is done with a purpose and there is money that supports it

# Questions for analyzing media

- What is the message?
- Who is the message for?
- What values does the message appeal to?
- Does the message use fear, humour, flattery and repetition for persuasion? How?
- What action does the message promote? (Selling something, supporting a cause, sharing information, getting tested, donating money)
- Is there any health information included? What is it?
- What did you like about this campaign? What did you not like about it?

# Mind Mapping

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- This activity is an opportunity to identify resources as well as needs around news and health information
- Will provide an opportunity to witness similarities and differences within the group and share our most trusted sources of information



# Contact us...

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