**Description of strategy**

Media literacy helps people ask questions about what they watch, see, hear, and read. It helps them critically assess how the mass media normalize, glamorize, and create role models for unhealthy lifestyles and behaviors, such as binge drinking. Media literacy involves examining the techniques, technologies, and institutions involved in media production; critically analyzing media messages; and recognizing the role that audiences play in attaching a meaning to those messages. The idea is that teaching people to recognize how a message tries to influence them will lessen the impact of that message. On a broader level, media literacy can be viewed as a form of protection or "inoculation" against unhealthy behaviors shown in the media (Centers for Disease Control and Prevention, 2003).

**Discussion of effectiveness**

*Alcohol*

Evidence of effectiveness suggests that media literacy is an effective strategy for alcohol-related behaviors (Jeong, Cho, & Hwang, 2012).

**Intervening Variables**

- Retail Pricing
- Retail availability
- Social availability
- Law Enforcement
- Community norms
- Promotion & media

**References for description of strategy**

**Evidence base**


**Further reading**

Center for Media Literacy. Available at: http://www.medialit.org/