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Nota di contenuto	Contents; Acknowledgments; Introduction; The Pursuit of Health Literacy; Healthy Teens through Healthy Schools; About This Book; Notes; Chapter One: A Nation at Risk; A Statistical Snapshot; The Conundrum of Obesity; Moving beyond the Data; Notes; Chapter Two: A Social History of Media and Health; The Moral Epoch of Print; Protecting Youth in a Broadcast Era; A Hyper-Focus on Media Effects; What Makes a Public Health Media Campaign Effective?; New Technologies, New Challenges; Notes; Chapter Three: Teen Health: Is There an App for That?; Health Communication 2.0 T2x: A Transmedia Approach to Teen HealthMedia Literacy: Asking Critical Questions; Morphing Analysis into Action; Notes; Chapter Four: The Politics of Adolescent Health; Let's Move to Pepsi; Under the Influence; Government Regulation; The Political Battlefield of the School Cafeteria; Moving Forward; Notes; Chapter Five: A Healthy Curriculum; A Standards-Based Approach; A Transdisciplinary Approach; A Whole School Model; Notes; Chapter Six: It Takes a Village; Mapping the Village; Beyond the Village; Notes; Index
Sommario/riassunto	<i>Healthy Teens, Healthy Schools: How Media Literacy Education can Renew Education in the</i>

United States reframes health education as a complex terrain that resides within a larger ecosystem of historical, social, political, and global economic forces. It calls for a media literate pedagogy that empowers students to be critical consumers, creative producers, and responsible citizens.
