

VIDEO

Be Sensible: Don't Drive Yourself to Distraction

One of the most important days in a teenager's life is the day he or she gets a driver's license. Most teens recognize the dangers of alcohol, drugs, speeding and reckless driving, but few realize the dangers of driving while being distracted by engaging in ordinary, everyday activities. "Be Sensible: Don't Drive Yourself to Distraction" is a new, 8-minute video from Cingular Wireless for high school students in health, safety, and driver's education classes. Cingular Wireless is producing the program as a part of the company's public safety initiative called "Be Sensible." The video was created in conjunction with the American Driver and Traffic Safety Education Association (ADTSEA), The National Highway Transportation Safety Administration (NHTSA), and the Driving School Association of the Americas (DSAA).

The video talks to teens in their language about the challenges posed by various driving distractions and how to overcome them to become more safe and responsible motorists. The primary message of the video is that driving safely is the first priority and it shows teens how to avoid distractions that

occur both inside and outside the automobile. These include eating while at the wheel, changing radio stations or CDs, conversing with passengers, and answering and talking on a cell phone. A detailed teacher's guide, educational wall poster and classroom activities accompany the video. For more information, visit <http://www.vpw.com>.

BOOK

Educational Media and Technology Yearbook 2002 (Volume 27)

Editors: Mary Ann Fitzgerald, Michael Orey, and Robert Maribe Branch

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The 27th volume of the Educational Media and Technology Yearbook describes current developments and trends in the field of instructional technology. Prominent themes for this volume include e-learning, collaboration, the standards reform movement, and a critical look at the field in its historical context. The audience for the Yearbook consists of media and technology professionals in schools, higher education, and business contexts, including instructional technology faculty, school

library media specialists, curriculum leaders, business training professionals, and instructional designers.

The Educational Media and Technology Yearbook has become a standard reference in many libraries and professional collections. Examined in relation to its companion volumes of the past, it provides a valuable historical record of current ideas and developments in the field. It includes sections addressing trends and issues, technology centers, school and library media, leadership profiles, organizations and associations, graduate programs, and a mediagraphy.

AUDIO CD

"Germs on Their Fingers;/Gérmenes en tus manos!"

One of the most effective ways to reduce the spread of communicable disease is also one of the easiest: washing your hands. Parents and educators have a new tool at their disposal to teach children about the importance of hand washing. "Germs on Their Fingers" is a brightly-illustrated, bilingual book that teaches children of all ages why they should wash their hands. The book is designed to be used in conjunction with a parent/teacher guide and audio CD created by The SOPE Project (a non-profit organization dedicated to encouraging public health education), and the Soap and Detergent Association.

The self-directed parent/teacher guide offers a variety of learning activities, including reproducible fact sheets, puzzles, and games designed to encourage good hygiene. An excerpt from the guide is available on the SDA Web site at www.clearing101.com. "Germs on their Fingers;/Gérmenes en tus manos!" and the parent/teacher guide are available by contacting (800) 431-1579. For further information about participation in The SOPE Project, contact info@sope.net.

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