

# CHILDREN AND MEDIA ACTION PLAN

Focus on media education for small children

The Ministry of Education began the preparation of the Children and Media program in 2003. The program seeks to chart the different areas and needed developments in children's media environments. Many actions have already been taken, or are being continuously implemented.

Assessments of the program showed that broader implementation of media education was generally considered to be a priority. The first project focused on the development of media education for small children.

The main project, **Media Muffin**, started in 2006. Its aim is to improve the media skills of small children and to support educators and parents in media education work. Another undertaking is **the Swim Ring for the Sea of Media project**, whose goal is to improve the media education readiness of library professionals. The project is coordinated by the Finnish Library Association.

These projects will be expanded and new initiatives will complement the Children and Media project. The forthcoming projects include **a national media education portal** which unites actors in the field of media education. To support the work in media education, **a large research survey** will also be conducted to compile international and domestic research data of the effects of media on the development of children and young people. These projects are coordinated by the Finnish Society on Media Education.

Another project is **the development of media education models** for the Sami culture. The project is coordinated by the Saami Parliament.

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