

## **MEDIA MUFFIN: AN INVITATION TO MEDIA EDUCATION OF CHILDREN**

Media muffin is a national project on media education in Finland. The project has been initiated by the Ministry of Education in 2006.

The goal is to improve the media skills of small children and to support educators and parents in media education work. The project supports the consolidation of the position of media education in Finland.

The project is carried out by three non-profit organizations and is supported by major media education and teaching authorities and organizations. The project will last till the end of 2007.

The Media Muffin produces media education materials. The first completed materials were sent to all Finnish kindergartens, primary schools and those responsible for children's before and after school activities. The contents will be complemented with things such as Internet materials to support media education at home, resources for creators and producers of media, and materials offering pedagogical support.

The project organizes national training sessions, where teachers and other educators are introduced to the basic concepts and working methods of media education, and guided in the basics of the safe use of media. A survey is being made of the project materials and the associated working methods.

The project is carried out by following organizations: Center for School Clubs (Kerhokeskus), The School Cinema (Koulukino), Media Education Center Metka (Mediakasvatuskeskus Metka)

[www.mediamuffinssi.fi](http://www.mediamuffinssi.fi)

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