PHE PSA Health Ad

**What to do:**

Students work cooperatively to create a 30-90 second Public Service Announcement that

will educate a general public audience about a health topic.

**Essential Learning:**

1. Students will recognize their capacity to effect positive, health-enhancing behavior change.

2. Demonstrate the ability to work collaboratively as an advocate for healthy individuals,

families, schools and communities.

**Project Outcomes:**

1. Understand the purpose of a public service announcement.

2. Understand how demographics are used in conveying information.

3. Use a variety of tools to effectively communicate health related issues.

4. Demonstrate create thinking and problem solving

5. Work cooperatively in small groups.

6. Understand their place in society and their capacity to effect positive social change.

**The PSA video clip WILL:**

* be a maximum of 90 seconds, minimum of 30 seconds.
* express a single, obvious theme or message to be communicated
* provide credits for the information used.
* be viewed by the class (YouTube, IG??)
* Provide an anti-use message for risky behaviors OR supportive message for healthy behaviors

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| --- | --- | --- | --- | --- |
| Rubric | 5 | 3 | 1 | Total |
| Content x2 | Clear theme with strong positive message / clear explanation of issue | Has unclear theme with message/explanation of issue | Unclear theme with no message/explanation of issue |  |
| Reliability | Includes many reliable sources (stats, facts) | Includes few reliable sources | Does not include reliable sources |  |
| Length | 60-90 seconds | 30-60 seconds | <30 seconds |  |
|  |  |  | Total | /20 |