

PUBLIC SERVICE ANNOUNCEMENT

ACTIVITY

Time Needed

120–200 minutes

Materials

Example PSAs

PSA creation materials (digital, poster board, markers, etc.)

Activity Description

You will work in groups to create a public service announcement (PSA) for your school or local community. These public service announcements can be in the form of posters, podcasts, videocasts, or an alternative you design that will help you get your message across.

Suggested Steps

1. Get in pairs or small groups to design a PSA. Watch, listen to, or look at a few examples to get some ideas. Notice some common features of a PSA and consider what makes some effective and others ineffective.
2. Decide on the format. Some possibilities include video, blog, podcast, tweet storm, flyers, poster, or even starting a club. PSAs should include:
 - A motto
 - Three takeaways based on research
 - A call to action
3. Do some research and include facts. The PSA should include some or all of the below information:
 - Defining risky behavior
 - Dangers of using alcohol and/or prescription or illegal drugs
 - Red flags for addiction
 - Local resources
4. Share your PSA with another group and ask for and offer constructive feedback.
5. Edit your PSA based on feedback from the other group.
6. Post your work. Get permission to share your work with your school and/or community.



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