Lesson 2C: Creating a Public Service Announcement: Nicotine Addiction/Anti-Smoking PSA’s

OBJECTIVE

Students will create their own Public Service Announcement to raise awareness about the negative effects of smoking.

BACKGROUND

Public Service Announcements, PSA’s, are a way of sharing important health information with the public through the media. PSAs are designed to get people’s attention, provide information, or to influence the general population’s attitudes toward a certain topic. PSA’s quickly increase awareness or generate interest in a certain cause or condition. The most effective PSA’s are deliberately designed to catch the public’s attention and are memorable.

Non-profit organizations such as the Red Cross and Goodwill, use PSA’s to educate the public about health concerns and related services they offer.

Red Cross PSA:  http://www.youtube.com/watch?v=z3HomDTXG1U

Goodwill PSA:  http://www.youtube.com/watch?v=aWEeW-4yLEw

Additional PSAs can be found at: www.huffingtonpost.com

Other popular PSAs students may be familiar with include “Only You Can Prevent Forest Fires” featuring Smokey the Bear and the “Friends Don’t Let Friends Drive Drunk” campaign.

A well-made PSA is short (1 minute to 2 minutes) and to the point, targeting a very specific audience.

Activity Materials

✓ Flip camera/digital video camera
✓ Computers for student use
✓ USB Microphones
✓ Music Bank (optional)
✓ Student phones (optional-check with administration, may need to obtain parental permission)
✓ Resources materials such as internet, books, newspaper articles, magazines, etc.
✓ Timer/watch
✓ Computer Programs:
  • Photostory or Movie Maker
  • PowerPoint (with animation)
ACTIVITY INSTRUCTIONS

Day 1: Project Introduction and Overview (45 – 50 minutes)

- Assign students to teams of four students.
- Explain the purpose of a Public Service Announcement (PSA)
  - With students, read through the background information provided on student activity handout
- Discuss any unfamiliar terms
- As an example, show students sample PSA’s
  - Drinking and Driving PSA: [http://youtu.be/mgPTyPw1w9w](http://youtu.be/mgPTyPw1w9w)
  - Red Cross PSA: [http://www.youtube.com/watch?v=z3HolmDtxG1U](http://www.youtube.com/watch?v=z3HolmDtxG1U)
  - Goodwill PSA: [http://www.youtube.com/watch?v=aWFeW-4yLEw](http://www.youtube.com/watch?v=aWFeW-4yLEw)
  - Additional PSAs can be found at: [www.huffingtonpost.com](http://www.huffingtonpost.com)
- Explain that the student will research and create a PSA to increase public awareness of the dangers of nicotine addiction or smoking. The PSA is to be 1 minute to 2 minutes in length. The PSA can be either:
  - A video/movie
  - An animated PowerPoint
- Handout the Student Production Schedule and Checklist
  - Discuss due dates and the importance of time management to meet deadlines.
- Give the Groups the Project Plan handout
  - Provide groups with time to work on Project Plan
  - Answer any questions
  - If needed, tutor students on the use of available software and video equipment
    - If some students need training on PowerPoint or other software programs, set aside time for training.
  - Let students know if there are any limitations/cautions when filming:
    - Areas of the school that are off limits?
    - Expectations for behavior
Lesson 2C: Creating a Public Service Announcement: Nicotine Addiction/Anti-Smoking PSA’s

- School policy for using cell phones to take pictures or video?
- Any other considerations, such as obtaining permission to photograph people before taking their picture or filming them

**Day 2: Project Plan and Research (45 – 50 minutes)**

- Groups are to turn in their completed Project Plan for teacher suggestions and approval
- Group activities:
  - Complete Story Board
    - Group members are to work together to complete the story board
    - A story board illustrates or describes what will be in the final PSA
    - Story boards also show the order of events in the PSA
    - After the story board is complete, the group can start the next steps
  - Start Research/Script
    - Two group members begin researching information about nicotine addiction or the effects of smoking
    - Remember to use the transformed article and unit background information!
    - When writing the script, keep the focus on the PSA’s general message that was approved on the Project Plan
    - Stress to the students the importance of using facts AND to include their sources (web addresses, URL)
  - Start Filming or Taking Pictures and PowerPoint Slides
    - Using the story board as a guide, the other members of the group can begin filming or downloading suitable pictures to use in the PSA
    - If using Photo Story or Movie Maker (or another type of movie software), PowerPoint slides will need to be created
  - Whether working on the script or PowerPoint or pictures, group members will need to communicate to ensure the final product is cohesive
Day 3: Finish script and begin filming (45 – 50 minutes)
- Groups need to finalize their script within the first 10 minutes
- Students can begin assembling the video or animated PowerPoint
- Students should record their narration and any music/sound effects

Day 4: Film and Edit (45 – 50 minutes)
- Groups must complete production of their PSA by the end of today.
  - Finish recording the script
  - Finalize and import pictures/PowerPoint slides for movie format or animate their PowerPoint
- Run through PSA and make any final edits
  - Remember the PSA is to be at least 1 minute but no more than 2 minutes in length
  - Edit PSA to meet time requirements

Day 5: Present to class
- Present PSAs to class
- Complete Evaluation

MANAGEMENT SUGGESTIONS

Depending on the technology available and prior experience with technology, students may need training. Working together with the Computer Technology teacher may be helpful to familiarize students with the various software and equipment.

Teachers can edit or modify the criteria for each day depending on the students’ needs and the available time. It is recommended that a schedule, with modifications included, be provided to students to ensure students stay on task and complete the activity by the deadline.

Teachers can have the students grade the PSA on presentation day. If using a rubric to grade PSA’s, it is recommended that the teacher provide the rubric ahead of time so the students understand the expectations.
Lesson 2C: Creating a Public Service Announcement: Nicotine Addiction/Anti-Smoking PSA’s

**PROJECT PLAN**

<table>
<thead>
<tr>
<th>Team Member</th>
<th>Job Title/Role &amp; Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PSA’s Target Audience** *(age group)*: ______________________________

**Briefly Describe the PSA’s Message** *(focus on addiction, short or long term physical impact of smoking, overview of health risks, impact on physical activity, cost of smoking, etc.)*

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

**Media** *(Film/Movie or Animated PowerPoint)*

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

**Equipment Needed**

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
# Lesson 2: The Results

## Lesson 2C: Creating a Public Service Announcement: Nicotine Addiction/Anti-Smoking PSA’s

### Teacher Comments

### Teacher Approval

<table>
<thead>
<tr>
<th>Props Needed</th>
<th>Team Member Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Lesson 2C: Creating a Public Service Announcement: Nicotine Addiction/Anti-Smoking PSA's

**PSA STORY BOARD:**

A story board is created to show or describe what will be in the final PSA. Story boards show the items in the order in which they appear in the PSA. If more space is needed for the story board, add an additional sheet.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
</tbody>
</table>
LESSON 2: THE RESULTS
Lesson 2C: Creating a Public Service Announcement: 
Nicotine Addiction/Anti-Smoking PSA’s

Student Production Schedule and Checklist
(check off items when completed)

Day 1: Project Introduction and Overview
- Overview of PSA Project
- Received and reviewed the Student Production Schedule and Checklist
- Received and reviewed the Project Plan handout
- Begin working on Project Plan handout
  - General PSA message
  - Select media (movie or animated PowerPoint)
  - Assign duties

Day 2: Project Plan and Research
- Complete Project Plan
  - Turn in for teacher suggestions and approval
- Group activities:
  - Story Board – all group members must work on story board
  - The group divides into:
    - Research/Script (must share sources with group – website or URL is needed)
    - Filming/Pictures and PowerPoint Slides

Day 3: Finish script and begin filming
- Review and finalize the script within first 10 minutes (entire group)
- Begin uploading images for video or animating PowerPoint
- Record and upload narration (from script) and music/sound effects
Lesson 2C: Creating a Public Service Announcement: Nicotine Addiction/Anti-Smoking PSA’s

Day 4: Film and Edit

- Wrap up production of PSA
  - Finish recording
  - Finish uploading pictures/PowerPoint slides for movie format or animating the PowerPoint
- Run through PSA and make any final edits
  - PSA time requirement: at least 1 minute but no more than 2 minutes
  - Edits may be needed to meet time requirements

Day 5: Present to class

- Present PSA to class
- Complete evaluation