

CREATE YOUR OWN PSA

Students will create a car and road safety PSA.

Public Service Announcements (PSAs) can have a big impact on your school, neighborhood, and community. These announcements often share information and facts a lot of people aren't aware of. PSAs are important in educating the public, and when they are on a subject like car and road safety, they can actually save lives. In this lesson, students will be inspired to create their own PSA through their writing, art, or in a video.

Instructions for the Lesson:

1. IDENTIFY DIFFERENT TYPES OF PSAs.

Talk to students about public service announcements and what they are. Have students look up the history of PSAs and also find and share examples of different formats. For instance, a PSA can be a video, an advertisement, an op-ed article, or even a poster or artwork. Even influencers on social media platforms can release videos that are PSA in style.

2. CONNECT PSAs TO CAR AND ROAD SAFETY.

Talk to students about how PSAs can help get out important messages. Ask them to identify the format of the PSA they plan to create, deciding between art, writing, or video. Then have students research a specific topic they want to focus on. Encourage them to be specific and to find real data or statistics to back up their ideas.

3. FILL OUT THE WORKSHEET!

No matter what format they have planned for their PSA, they should fill out the worksheet. Encourage them to think about the worksheet as a mission statement of sorts to help define the messaging they want to get across.

4. CREATE, REVISE, SHARE.

This last part could take days or weeks, depending on your goals. Students should first create a plan for their PSA. Then they should revise, based on feedback from you or peers. Create the final version and share!



Time Required:

30+ minutes

Materials

- Planning worksheet
- Other materials as needed for art or video

Prep:

Print enough copies of the planning worksheet so all students can use it to prep their PSA.

Objective:

Students will form their own opinions on a road and safety topic to create a PSA.

Elevate Your Lesson:

Here are some ideas for ways to expand this lesson:

1. Have a PSA night, inviting students to share their work in a public forum. You could even ask a local library to host.
2. Encourage students to send their PSAs to local news and media outlets for potential publication or to be featured.

