

Public Service Announcements

Public service announcements (PSAs) are short messages designed to educate the public and provide information or lead to changes in attitudes and behaviors. Think about the advertisements you see on television. Those ads are designed to encourage you to buy a product. A PSA is like an advertisement, but it is trying to promote an idea or behavior, or share information.

Many people do not know about the dangers of acetaminophen misuse and the safe use of acetaminophen. Here is a link to some information about acetaminophen safety. You may be able to find other resources as well.

Acetaminophen Safety:

<https://www.chpa.org/AcetSafety.aspx>

You will create a script for a 60 second public service announcement (PSA) to make people aware of the dangers of acetaminophen misuse and how to use acetaminophen safely. The PSA should be a television ad designed for a teen audience.

You should think about these things as you create your PSA:

- The main point(s) you want your message to convey
- The best way to convey your message in an interesting and accurate way
- Whether you want to direct viewers to additional information
- Whether you want to use humor or fear appeals

Your team should write out a script with the actual lines being said and who is saying what lines. The team should also provide a description of the setting (what images would be shown, who is doing what, etc.). Once you create your script, you will act it out. Assign a role to each person on the team, including the role of narrator if needed to describe the scene.

Sample script for a PSA about a different topic:

Time: 30 seconds

Agency: Kansas City Immunize Now

Title: "Uncle Keenon"

Main Point: Infants should be immunized - talk to your doctor about it.

Camera Description: Scene opens with Woman #1 and Man #1 sitting by a playground. Camera shows children playing, then moves over to the two adults sitting together on a park bench watching them. Sound of children's laughter in background.

Dialogue:

Woman #1 turns to Man #1, smiles, and speaks...

Woman #1: Just think, Keenon - you and Tasha have this to look forward to before you know it!

Man #1 shakes his head and speaks...

Man #1: Yeah - I can't believe we're going to be parents! It's great, but there's so much to worry about. I think about Rachel and Danny's little girl and how sick she's been...

Woman #1 looks sad and says to Man #2...

Woman #1: I know, it's been so sad seeing how much trouble they've had - it's too bad they never had her immunized.

Man #1 looks surprised and says:

Man #1: But she's only a year old! I never even thought about immunization - when are you supposed to get that done?

Woman #1 looks back at the kids and says...

Woman #1: Well, the first shots are done when the baby is about 2 months old - then you have to go back 4 or 5 more times before the kid starts school. It's important to get them all done to be completely protected. If Rachel and Danny had only done that, their baby might not have had so many health problems.

Man #1 looks worried and says:

Man #1: Oh, man, I had no idea. I really need to find out more about all this stuff!

Woman #1 puts her hand on his arm and says:

Woman #1: It's okay. Your doctor or nurse will tell you when you need to come back

A little girl comes running from the playground and climbs into the man's lap.

Woman #1 smiles, tousles the child's hair, and says:

Woman #1: You and Tasha are already a great aunt and uncle, you know. Don't worry. You'll be wonderful parents.

Man #1 smiles at his niece and then looks at Woman #1 and says:

Man #1: Thanks, sis. Tasha has a checkup tomorrow, so we'll talk to the doctor then and find out more.

Fade to black, leaving only the sound of children playing under the voiceover, with the logo and phone number of your child immunization coalition shown onscreen.

Voiceover: Immunization for your kids. Talk to your doctor about it today.

Modified from <http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/public-service-announcements/example>