

## **ACTIVITY 3: Public Service Announcements**

### ***Teacher Instructions***

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In this activity, students focus on learning about advertisements as they create a public service announcement (PSA) to promote the safe use of acetaminophen. PSAs are advertisements that try to “sell” a behavior or idea, instead of selling a specific product. Creating PSAs is a way to help students build media literacy skills. **Media literacy** is defined as “the ability to access, analyze, evaluate, and communicate information in a variety of forms, including print and non-print messages”.

For this activity, you should create teams of 3-5 students. Each team will develop a PSA script and act it out for the class. As an option, you can also have students create videos and have students show them in class. You should encourage class discussion about which PSA script the students think would be the most persuasive and why. If you choose to do videos, remind students about any rules your school may have regarding posting videos on social media.

Here are some videos that provide examples of a PSA:

- **Recycling PSA**  
<https://www.youtube.com/watch?v=Qqs1QyRD2xc>
- **Seat belt safety PSA**  
[https://www.youtube.com/watch?time\\_continue=1&v=4gvyvfe2k8](https://www.youtube.com/watch?time_continue=1&v=4gvyvfe2k8)

Be aware that there are several acetaminophen safety PSAs available online that students are likely to find through internet searches.

For more background information on how to create PSAs, see these resources:

- **Community Tool Box: Preparing Public Service Announcements**  
<http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/public-service-announcements/main>
- **Public Service Announcement Lesson Plan**  
[http://www.scholastic.com/listencarefully/pdf/Listen\\_Carefully\\_Storyboard.pdf](http://www.scholastic.com/listencarefully/pdf/Listen_Carefully_Storyboard.pdf)