Public Service Announcement

A Public Service Announcement (or PSA) brings public attention to a health-related topic.

Create a PSA poster, video, or radio announcement about how to stay safe in a collision. You can choose any type of collision that involves using helmets for protection. Record your initial ideas below, then use the rubric to help you identify what you can do to enhance your PSA.

PSA Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **4** | **3** | **2** | **1** |
| **Brainstorming****Problems** | Students identify more than 4 reasonable, insightful barriers or problems that need to change. | Students identify atleast 4 reasonable,insightful barriers or problems that need to change. | Students identify atleast 3 reasonable,insightful barriers or problems that need to change. | Students identify fewer than 3 reasonable, insightful barriers or problems that need to change. |
| **Brainstorming****Solutions** | Students identify more than 4 reasonable, insightful possible solutions or strategies to encourage change. | Students identify atleast 4 reasonable,insightful possiblesolutions or strategies to encourage change. | Students identify atleast 3 reasonable,insightful possiblesolutions or strategies to encourage change. | Students identify fewer than 3 reasonable, insightful possible solutions or strategies to encourage change. |
| **Research andStatistical Data** | Students include 4 or more high-quality examples or pieces of data to support their campaign. | Students include atleast 3 high-quality examples or pieces of data to support their campaign. | Students include atleast 2 high-qualityexamples or pieces of data to support their campaign. | Students include fewer than 2 high-quality examples or pieces of data to support their campaign. |
| **Campaign orProduct** | Students create an original, accurate, and interesting product that adequately addresses the issue. Students include all four words: action-reaction, force, collision, and transfer of energy. | Students create anaccurate product that adequately addresses the issue. Students include three words: action-reaction, force, collision, or transfer of energy. | Students create anaccurate product, but it does not adequately address the issue. Students include twowords: action reaction, force, collision, ortransfer of energy. | The product is notaccurate. Studentsinclude one word:action-reaction, force, collision, or transfer of energy. |
| **Sources (Quality)** | Students include 4 or more high-quality sources. | Students include 2-3 high-quality sources. | Students include 2-3 sources, but some of are questionable quality. | Students include fewer than 2 sources. |
| **Sources (Citation)** | Information in allcitations is correct and in the format assigned. | Information in allcitations is correct, but there areminor errors informatting. | Information in almost all citations is correct, though there are minor errors informatting. | Information isoften incorrect, there are major errors in formatting. |

*Created using Rubistar (source: The University of Kansas (n.d.). RubiStar. 4teachers. Retrieved from http://rubistar.4teachers.org/index.php)*