

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 at least 4 reasonable, insightful barriers or problems that need to change.	Students identify at least 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 at least 4 reasonable, insightful possible solutions or strategies to encourage change.	Students identify at least 3 reasonable, insightful possible solutions or strategies to encourage change.	Students identify fewer than 3 reasonable, insightful possible solutions or strategies to encourage change.
Research and Statistical Data	Students include 4 or more high-quality examples or pieces of data to support their campaign.	Students include at least 3 high-quality examples or pieces of data to support their campaign.	Students include at least 2 high-quality examples 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 or Product	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 an accurate product that adequately addresses the issue. Students include three words: action-reaction, force, collision, or transfer of energy.	Students create an accurate product, but it does not adequately address the issue. Students include two words: action reaction, force, collision, or transfer of energy.	The product is not accurate. Students include 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 all citations is correct and in the format assigned.	Information in all citations is correct, but there are minor errors in formatting.	Information in almost all citations is correct, though there are minor errors in formatting.	Information is often 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>)