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. Choose any type of collision that involves using helmets for protection. Brainstorm ideas in the space below and use the rubric to help you create your final product.

PSA Rubric

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| --- | --- | --- | --- | --- |
| **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 the words action-reaction, force, collision, and transfer of energy in the final product. | Students create an  accurate product that adequately addresses the issue. Students include three words of the 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 of the words action reaction, force, collision, or  transfer of energy. | The product is not  accurate. Students  include one or fewer of the words 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 presented in the correct format. | Information in all  citations is correct, but there are  minor errors in  formatting. | Information in almost all citations is correct, but there are minor errors in  formatting. | Information in the citations is  often incorrect, but there are major errors in formatting. |

*Created using Rubistar.*

*The University of Kansas (n.d.). RubiStar. 4teachers. http://rubistar.4teachers.org/index.php*