Child Development I

Unit 5 – Distinguishing Health and Safety Concerns

Instructional Activity 6 – Current Health Concerns PSA

Current Child Health and Safety Issues

**Project Instructions:**

1. You will be assigned a current child health and safety issue to research on how that current topic affects a child’s development. (Physical, social, emotional, intellectual)
2. Then, you will put your research into short PSA information commercial. (Use the information below to help you create your PSA.)
3. Follow the rubric guidelines to know how your project will be graded.

TOPIC ASSIGNED: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**How To Write A Public Service Announcement That Is Worth Airing, Worth Hearing, And Worth Writing!**

**What Is A Public Service Announcement?**

A Public Service Announcement (PSA) is a free “commercial”. It is aired voluntary by individual radio and/or TV stations.

**But To The Audience.....**

To the audience, a PSA is just another commercial.

**How Do I Start?**

You start with the **goal** of the PSA: What do you want it to accomplish? Once you know the goal, then you can figure out how the PSA can achieve it.

**Remember this few tips: 1. Use Real Language. 2. Use Emotion. 3. Make It Personally Relatable. 4. Music??? 5. Props???**