Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ English Teacher: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pd. \_\_\_\_\_

**9th Grade Service Learning Project  
*Shine a Light on Opioid Addiction*  
Public Service Announcement: Instruction and Resource Sheet**

**Task:** You will have various opportunities to learn about the reality of opioid addiction in your community. Use what you learn to plan, create, and publish a public service announcement (PSA) with a small group of your peers.

**WHAT IS A PSA?**

Public Service Announcements and Public Service Ads are free messages delivered to the public through various media outlets like radio, television, and social media with the objective of raising awareness and educating the public on a given social issue.

**STEP 1: Evaluating PSA’s- 1 Hour**

Browse the example PSA’s found at [www.psacentral.org](http://www.psacentral.org) or explore the case studies found on <http://www.psaresearch.com/> or on the PDF found here: <https://www.adcouncil.org/Impact/Research/Public-Service-Advertising-that-Changed-a-Nation>. Use the handout provided to take notes on what was most effective in at least three PSA’s. You should explore at least two different PSA mediums. Generate ideas on techniques that might be useful in your PSA.

**STEP 2: Learn about the Issue- 2 Hours**

You will participate in Wi High’s annual Opioid Symposium on Wednesday, May 30th. At the symposium, you will meet members of community organizations who help fight addiction in various capacities. Your objective at the symposium is to take notes, ask questions, and gather ideas for what you might include in your PSA.

**STEP 3: Planning Your PSA- ½ Hour**

With a small group, decide on what message and format you want your PSA to have. Make a plan or rough draft for your PSA. Decide how you will publish or share your PSA with the community. See the table of options on the back of this sheet when planning your PSA.

**STEP 4: Drafting and Research- ½ Hour**

In groups, do additional research as necessary to find relevant facts, interviews, anecdotes, statistics, community organization information and contacts, etc. to include in your PSA. You will need to complete a list of cited resources in your final PSA. Plan, search, synthesize, assemble, and practice in the time allotted in class to create a solid plan and draft of your PSA.

**STEP 5: Publish and Present- 1 Hour**

Create the final draft of your PSA and publish in a way that it will actually reach your target audience in the community. You will also present your final PSA in class along with a report on how and where you published it.

**PSA Options Chart**

|  |  |
| --- | --- |
| **Target Audience**  Victims of Addiction/Victims in Recovery  High School Students  Families/Friends of Victims of Addiction  General Public  Community Leaders | **Format/Medium**  Poster/Infographic  Brochure/Pamphlet/Flyer  Video Ad  Podcast/Radio Spot  Computer Presentation |
| **Message/Purpose**  Resources/How to Find Help  Effects/Damage  Awareness on the Scope of the Issue  Coping Strategies/How to Fight Addiction  Prevention/Emergency Treatment | **Potential Publishing Locations**  Local Church  Local Schools  Public Organizations (Library, YMCA, Third Friday etc.)  Health Dpt./Doctor’s Office  Social Media |