

Passenger Empowerment: Speaking Up for Safe Driving Creating a PSA



INTRODUCTION

In this lesson, students analyze tactics used to design and deliver effective PSA messages and then apply what they learn to create their own PSA scripts for the **2023 Drive2Life PSA Contest**. See the Contest Overview, Entry Form, and Official Contest Rules at ymiclassroom.com/drive2life for details on the contest theme and entry requirements.

TARGET AUDIENCE

Students ages 13 to 19 in grades 6–12

OBJECTIVES

- Analyze tactics used to design and deliver effective public service announcement (PSA) messages and assess the desired behavior change
- Create scripts for informative PSA videos that incorporate research from multiple sources, engage the intended audience, and use various communication techniques to express a clear, accurate message that empowers passengers to speak up for safe driving

PROGRAM COMPONENTS MATERIALS NEEDED

The following materials are available at ymiclassroom.com/drive2life:

- This one-page teacher's guide
- Copies of sample student PSA scripts for students to share:
 - A Regrettable Action
 - One Decision
 - Not So Funny
- Computer with Internet access to view sample PSAs at nrsf.org/resources/psas. [**NOTE:** Review videos to determine whether they are useful for your group before sharing them with students.]

LESSON DIRECTIONS

1. Introduce students to the idea of a public service announcement (PSA). Explain that a PSA is designed to reach a specific group with a message that will change the group's behavior. Then ask: *How much impact can a PSA have on our behavior?*
2. As a class, watch and discuss some effective PSAs. Share the NRSF PSAs with the class, or search for other current PSAs.
3. For each PSA, identify the message and discuss: *What tactics were used to communicate the message? Do the PSAs use positive reinforcement to encourage positive behavior or change?*
4. Tell students that they will be creating their own scripts for a 30-second PSA video to empower passengers to speak up for safe driving.
5. Distribute copies of the sample PSA scripts and discuss the content and format as a class.
6. Then have each student write a script not more than two pages on 8.5 x 11-inch paper for a 30-second PSA video to enter in the **2023 Drive2Life PSA Contest**. **Remind students that storyboards or videos cannot be submitted as contest entries, only scripts.**



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