

PSA Activity: Research and Planning

Instructions

Your group will create a public service announcement to share with other students at school about how to be healthy in a disaster. Follow the steps in this handout to select your topic, research, determine a PSA format, and outline your final PSA.

Step 1

Using the Disaster Preparation and Recovery page in MedlinePlus, select a disaster topic:

<https://medlineplus.gov/disasterpreparationandrecovery.html>

When selecting your topic, think about your peers' responses to questions about health and disasters, as well as the discussion, for ideas.

Our selected Disaster topic is: _____

Step 2

Your group will start from MedlinePlus to find reliable disaster-related health information to better understand your selected disaster, its impact on health, and how to protect your health. Use the following resources to start:

- MedlinePlus health topic page for Disaster Preparation and Recovery:
<https://medlineplus.gov/disasterpreparationandrecovery.html>

Write down relevant information you find in the outline below. Use the questions to guide your research, but also add other information you find important to share with your audience. Be sure to cite your sources.

Describe the Disaster

What happens during the disaster?

Why should your audience be concerned about the disaster?

Disaster Impact on Health

What are some ways the disaster can harm the community?

What are some ways the disaster can harm a person?

How do these harms affect a person's health?

Protecting Your Health in a Disaster

How can someone prepare before the disaster to protect their health?

What can someone do during the disaster to protect their health?

What should someone have at home or school to prepare for the disaster?

PSA Activity: Research and Planning

Seeking Help during a Disaster

If your health/safety are at risk during this disaster, who can you ask for help?

What information resources would be helpful to use to take care of your health in the disaster?

List of Sources

Step 3

Now your group will decide what information to share in your PSA. Reviewing your research, identify 3 important facts and/or recommendations to share with your audience. Focus on key information on how to prepare and to protect health from the disaster.

Point 1:

Point 2:

Point 3:

Step 4

Based on the information your group wants to share, think about what format would be best for your PSA and why. Effective PSAs are brief (for example, 1-2 minute video, a large poster, etc.), engaging, and promote accurate, reliable information.

- What is your selected format?
- Why did you choose this format?

Based on your format, what kinds of tools and/or software will you need to make your PSA? List those materials here and talk to your teacher to make sure they are available to you:

PSA Activity: Research and Planning

Step 5

With your research complete and format selected, your group is now ready to plan and create your PSA. Use the back of this organizer to write out or design your PSA. Be sure to have a title and cite your sources. Other details in PSAs may include catchy taglines, hashtags, images, etc.

Be creative and have fun!

