

# Billboard PSA Activity

## OBJECTIVE / RATIONALE

Within central Texas and around the nation there are three major health issues facing students today. Those concerns are teen pregnancy, drug use, and alcohol abuse. By creating awareness of these issues students are less likely to participate in these harmful activities.

## KEY POINTS

- Why are teen pregnancy, drug use, and alcoholism dangerous?
- How can we address these issues?
- How do students become involved in these activities?
- How do these health issues effect healthcare?
- What are the characteristics of a billboard?
- What are the characteristics of a PSA?
- Why are these communication tools used to address issues?

## ACTIVITY

Divide the students up into groups and assign each group one of the three health issues list above. Once assigned each group must then create a billboard and a public service announcement (PSA) addressing their topic and how to prevent it. Billboards will be created on butcher paper provided and must be easy to see, very little wording, but display a powerful message. The PSA can only be 30 seconds in length which is the average length of a radio commercial. In the PSA they must address their health issue and create a campaign to prevent it.

## MATERIALS / RESOURCES

- Butcher paper / poster board
- Construction paper
- Markers
- Glue
- Scissors
- Examples of real life PSA and billboards