

Timeline

Health Issues in Texas

- I. What they are going to learn, review what we learned last time (3 min.)
- II. Intro to our activity (5 min.)
 - A. What are billboards?
 - B. What are Public Service Announcements?
 - C. Give good examples of PSA
 1. Dad PSA
 2. Don't Mess with Texas
 3. Your Health is in Your Hands
 - D. Give good examples of Billboards
 1. Move to the Right – Policy Department
 2. Don't Litter
 3. Smoking Deaths
 4. Stroke Awareness
- III. Talk about a few health issues in Texas (5 min.)
 - A. Childhood Obesity
 - B. Teen Pregnancy
 - C. Teen Smoking
 - D. Skin Cancer
 - E. Drug and Alcohol Abuse
 - F. Seatbelt Safety
- IV. Create a billboard you would see on the highway (10 min.)
 - A. Must address your health issue
 - B. Must have a slogan
 - C. Don't put too many words or we won't be able to read it
- V. Create a Public Service Announcement to match your billboard (10 min.)
 - A. Must be 30 seconds long
 - B. Everyone in your group must participate
 - C. Must address your health issue
- VI. Present in front of the class (15 min.)
 - A. Billboard and PSA
 1. Why did you pick this slogan?
 2. What is your message?
 3. Who was your target audience?
- VII. Closing (2 min.)
 - A. Winning group receives brains. A good lifestyle and healthy habits are important at all stages of life. Be smart and start creating a healthy lifestyle now. It will keep you out of the doctor's office later!