Public Service Announcement (PSA)

WHAT: Students will be working on creating a Public Service Announcement style commercial over the next few weeks. The PSA should deliver a healthy message about tobacco (grade 4) or alcohol use (grade 5). Students should be able to explain what their specific message is and who their target audience is.

WHO: Students may work alone, or in groups of 2 or 3.

WHERE: This project will be completed at school, during Health classes. Only the filming of the final product (if applicable) may take place at home

WHEN: This project will be due on **Friday February 12**.

HOW: The PSA will be presented as a filmed commercial using a smartphone or tablet.

WHY: This project combines curriculum expectations for Health and Media.

Health	**C1.** Demonstrate an understanding of factors that contribute to healthy development **C2**. Demonstrate an ability to apply health knowledge and living skills to make reasoned decisions and take appropriate actions relating to their personal health and well-being **C3.** Demonstrate an ability to make connections that relate to health and well-being – how factors in the world affect our own and others' health and well-being
Media Literacy	**3.** create a variety of media texts for different purposes and audiences **4.** reflect on and identify strengths as media interpreters and creators, areas for improvement and the strategies most helpful in understanding and creating media texts.

Critères de succès

	Niveau 1	Niveau 2	Niveau 3	Niveau 4
Message: Je peux expliquer le message de mon 'PSA' et pourquoi c'est important				
Audience: Je peux expliquer qui est l'audience cible et pourquoi je l'ai choisi				
Media Conventions: J'ai inclut les parties appropriés d'un « PSA », comme on a discuté en classe.				