

Spread the Word

Grade Level: 4-8

Time: Several Class Periods

Objectives

- Develop a method of effecting change in the community
- Experience first-hand the creation of a public service message

Curricular Connections: Communications, Civics

Materials: Sample public service messages

Procedure:

1. Bring in some sample public service messages for students to review to get the idea of the type of message they will be expected to create.
2. Have the students (either individually or in small groups) determine which problem they would like to focus on for this exercise. It might be their PA issue, or it could be another issue that lends itself better to a public service announcement.
3. Next students will need to develop a catchy slogan—see [brainstorming](http://www.publicachievement.org/TeacherGuide/Lessons/BetterBrainStorming.pdf) (www.publicachievement.org/TeacherGuide/Lessons/BetterBrainStorming.pdf) for ideas on how to stimulate divergent thinking.
4. Then the students will actually develop the message—and decide whether they are going to use electronic means, face to face distribution, or another media form. They can create handouts, brochures, or posters; take out an ad in the newspaper; create a web site; or perhaps develop a spot for a public access television or radio channel. Once the message is developed, they will actually distribute it, knowing that they must keep track of its impact.
5. Lastly, they will assess how effective their strategy became. They can count the number of hits, survey those who reviewed it, tally the number of flyers given out, or determine the number of people who saw the poster.

Reflection:

1. Was this an effective strategy for addressing the problem you selected?
2. How could it be improved?
3. Do limited resources impact its success?
4. How do you know whether it changed minds/opinions?

Assessment: Review the completed worksheets.

Adapted from: Learning Adventures in Citizenship, PBS Kids.