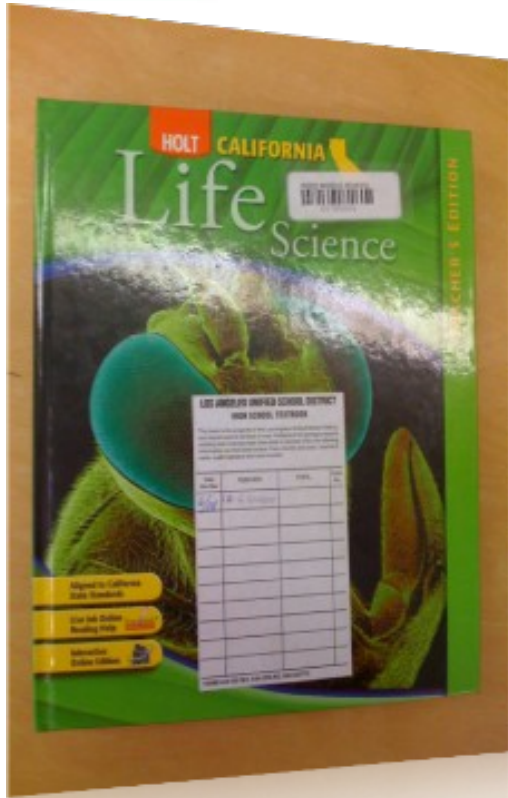


# Effective Communication of a Critical Topic

Producing A Public Service Announcement  
About  
A Teen Health Topic

Ken Shelton

When it comes to learning health, students usually are limited to a few sources at school

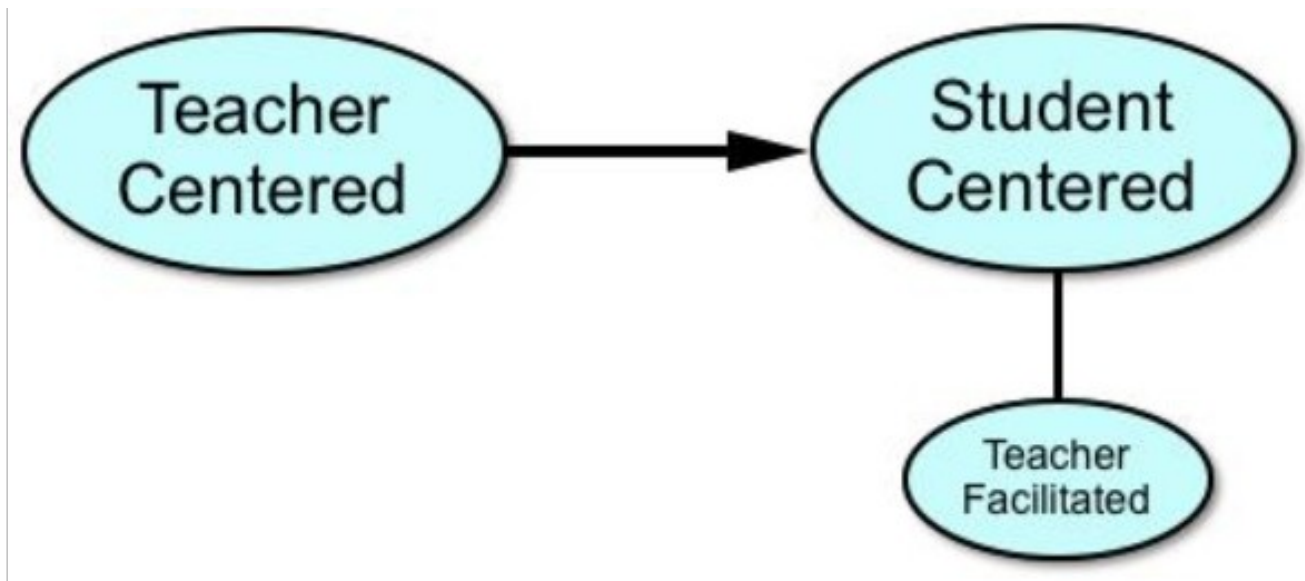


The Book



Their Teacher

# What if?



# The Challenge

Produce a 30 second to 1 minute  
Public Service Announcement  
“PSA”

# The Tasks

- Identify
- Question
- Visualize
- Research
- Develop
- Publish

# Identify Topic



- Teen Depression
- Teen Pregnancy
- Drugs
- Alcohol
- Gangs
- Bullying
- Cyber Safety
- Peer Pressure

# Determine Key Questions

- What do you want to know?
- Why do you want to know it?
- How is it important for your topic?
- How can you get the message to your audience effectively?

# Questions to help guide you

- Why is it important to teens?
- What is the best way to communicate in “our” language?
- What information is most important about my topic?
- Where can I get reliable information about my topic?

# Visualization

- Create a mind map of key search terms, phrases, or questions based upon the answers to your key questions

# Research

# Your research steps are as follows

Use the following search engines:

- [Google](#)
- [Sweet Search](#)
- [Bing](#)
- [Finding Dulcinea](#)
- [Creative Commons](#)

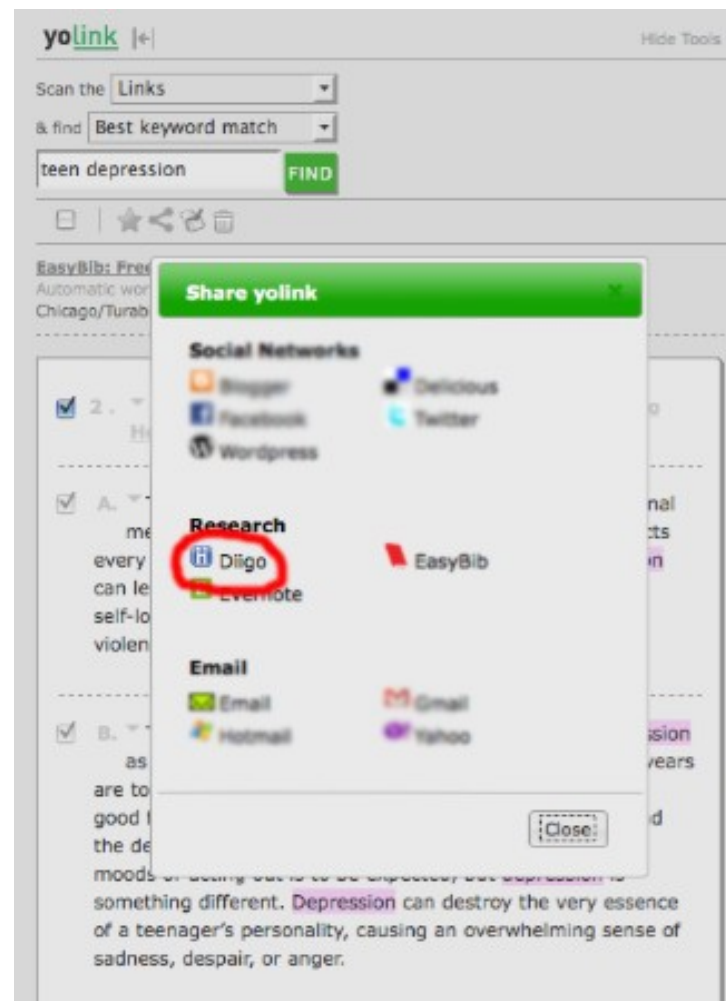
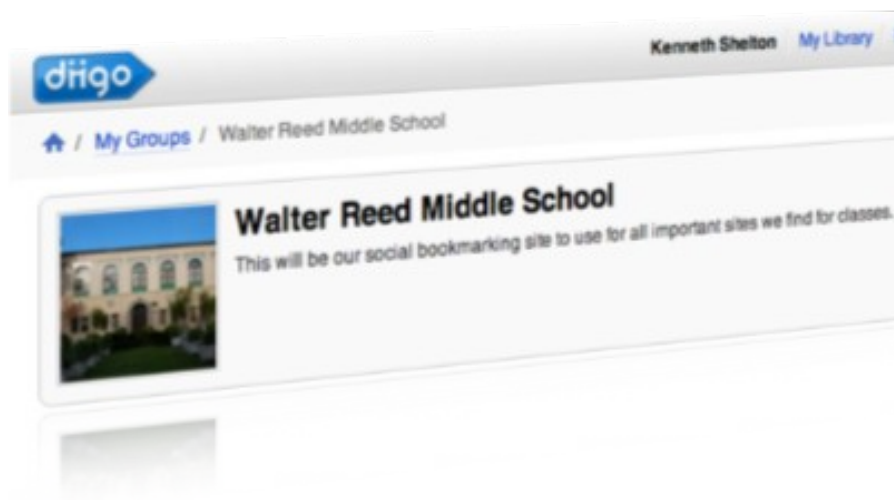
Enable the Yolink add-on

# As you conduct your research

If you find a very useful website with lots of great information use the Yolink add-on to add that site to our Diigo bookmarking account

- Remember to tag your bookmark and include why you think it is a good site in the description





## When you find useful information for your topic

Use the Yolink add-on to add the information or notes to your (shared) google doc

- Remember you can modify your results within the Yolink window. Try using additional or modified terms/phrases from your mind map

the proper balance of neurotransmitters.

## Types of Depression

For some people, depression can be intense and occur in bouts that last for weeks at a time. For others, depression can be less severe but can linger at a low level for years.

Doctors who treat depression distinguish between these two types of depression. They call the more severe, short-lasting type **major depression**, and the longer-lasting but less severe form **dysthymia** (pronounced: diss-thy-me-uh).

A third form of depression that doctors may diagnose is called **adjustment disorder with depressed mood**. This diagnosis refers to a depressive reaction to a specific life event (such as a death, divorce, or other loss), when adjusting to the loss takes longer than the normally expected timeframe or is more severe than expected and interferes with the person's daily activities.

**Bipolar disorder** (also sometimes called manic depressive illness) is another depressive condition that involves periods of major depression mixed with periods of mania. Mania is the term for abnormally high mood and extreme bursts of unusual activity or energy.

[← back](#)

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[continue →](#)

For Teens

### MORE ON THIS TOPIC

- ▶ [Going to a Therapist](#)
- ▶ [My Friend Is Talking About Suicide. What Should I Do?](#)
- ▶ [Talking to Your Parents - or Other Adults](#)
- ▶ [Body Image and Self-Esteem](#)
- ▶ [Body Dysmorphic Disorder](#)
- ▶ [Suicide](#)
- ▶ [Cutting](#)

 [Contact Us](#)

 [Send to a friend](#)

yo**link** | +

Hide Tools

Scan the

& find



Click Here

▼ Depression

- ▼ [Depression Is Common](#) • [How Do People Respond to Someone Who's Depressed?](#) • [Why Do People Get Depressed?](#) • [What Happens in the Brain When Someone Is Depressed?](#) • [Types of Depression](#) • [What Are the Symptoms of Depression?](#) • [How Is Depression Different From Regular Sadness?](#) • [Getting Help](#) • [When Depression Is Severe](#)
- ▼ Doctors who treat [depression](#) distinguish between these two [types](#) of [depression](#). They call the more severe, short-lasting [type](#) [major depression](#), and the longer-lasting but less severe form [dysthymia](#) (pronounced: diss-thy-me-uh).
- ▼ Lindsay may not realize it yet, but she is [depressed](#).
- ▼ [Depression](#) is very common and affects as many as 1 in 8 people in their teen years. [Depression](#) affects people of every color, race, economic status, or age; however, it does seem to affect more girls than guys.

# The Development

# Treatment

**Compile and analyze your researched information so that you can write a two paragraph treatment on your topic**

- Your treatment is a summary of your findings and what you will base your script on

# Script

**You will develop a script based upon your treatment. Your script should be no more than two pages and must be properly formatted**

- Remember each page of script written is equal to approximately one minute of filming

# Storyboard

**You are to develop a storyboard for filming based upon your script**

- For storyboard help and to find a list of camera shots click [here](#)
- **Note:** you must be connected to the internet to access the document

# Film

**When you are filming you must follow your approved script and storyboard.**

- Please be sure to follow the in-camera editing procedures and the shots you have on your storyboard



# Edit

**Your editing must include the addition of opening and ending credits along with an appropriate soundtrack.**

# The Final Product



# Publish

**Upon final approval your PSA will be published in our Google Apps account and on our class website**

# Reflection/Evaluation

- What was the most important lesson you learned from this project?
- What new research strategies did you learn?
- What would you have done differently on this project?
- Do you think your PSA effectively communicates the intended message to its audience?

# Assessment

- Your final PSA is within the allotted time frame
- Your storyboard visually reflects your script and treatment
- You have made meaningful and appropriate edits to enhance your message
- You have included opening and ending credits
- You have included references to sites where your viewers can go to for more information
- You have followed the parameters of the ISTE [NETS-S](#)
- You have assigned a Creative Commons license to your project