**Zika PBL**

**PSA or Video/Animation PSA Checklist Planning Sheet Group Work**

**Directions:** Discuss with your group the following below from your different expert viewpoints. Complete the checklist as a group as you plan and create your PSA or Video/Animation PSA.

**Group Members Names and Expert Roles:**

Biological Expert:

Epidemiological Expert:

Environmental/Social Expert:

The topic is chosen, you have been assigned an expert role, you have completed your research through the lens of your expert role, you have discussed all of this with your group and now it is time to start planning and creating a PSA or video PSA. Your group is in charge of trying to help fix the problem of Zika outbreaks. **You are to create a PSA or Video/Animation PSA targeted at travelers and include the following below:**

1. Does your PSA include a brief description of the virus?
2. Does your PSA discuss the immune response relating to Zika?
3. Does your PSA include modes of transmission?
4. Doe your PSA include documented outbreaks in the US?
5. Does your PSA include environmental conditions that promote Zika to thrive?
6. Does your PSA address human living environment as it pertains to the threat of Zika?
7. Have you stated travel recommendations?
8. Has your PSA stated if there are different precautions for different populations?
9. Have you addressed how to prevent local transmission?

**Other things to think about as a group when planning your PSA:**

**PSAs are usually about 30 seconds long or less**. Think about how you would create a PSA on your topic. Use these questions as a guide:

1. For video/Animation PSAs what type of words should flash across the screen to convey your message or goal?
2. Think of a catchy phrase or slogan.
3. How do you convince people to listen to your message?
4. What are your facts?
5. How will you share these facts dramatically?

**PSA Script Outline**

**Instructions:** Use this form to outline your PSA.

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| 1. **Scenario:** Characters act out the problem. Write script for actions and dialogue (use back of sheet or another piece of paper as necessary). |  |
| 2. **Goal:** These words flash across the screen. |  |
| 3. **Catchy Slogan:** Have this so it really draws the  audience in and want to listen to your  message. |  |
| 4. **Reasons:** Voiceover explains the problem  while image shows problem. |  |
| 5. **Facts:** Voiceover discusses the facts while  image shows facts. |  |
| 6.  **For More Information:** Show organization’s  phone number or website (make one up or use  existing). |  |

References: <http://www.readwritethink.org/files/resources/script_outline.pdf>