Abused Substance Public Service Announcement Criteria

Due Monday, November 27th

Purpose

The purpose of this project is to promote cooperation and teamwork, working with another member of your class. It is also a means of introducing you to the various abused substances that exist; the various names, short and long-term effects on a person’s mental, physical, emotional and social health. You are essentially playing “teacher” and need to inform young people about your abused substance in a provocative, interest-grabbing manner that will educate them about the substance and the health risks its abuse can pose.

Description

You will collect information about the substance you chose to produce a 3-5 minute public service announcement (PSA) in a medium of your choosing. Your sources can only include those provided on the course website and/or discussed in class. Collect pictures and graphs as visuals for your PSA as well (with the exception of data tables/statistics, images may come from other sources besides those approved). After you have collected your information and visuals, you and your partner will create your PSA. Be sure to include your MLA formatted references on your PSA visual or provide a separate printed list of references (the URL alone will suffice for pictures). Remember to cite your sources within your PSA too. Information to be provided in your PSA:

1. The substance’s *commonly used/referenced name* (should act as the main title of your PSA)
2. Some of the substance’s *street or slang name(s)* (i.e. booze, moonshine, liquid courage, etc)
3. What *labels/categories/terms* are applicable to your substance? (i.e. legal or illegal? stimulant, depressant, hallucinogen, other? club drug? designer drug? synthetic versus organic? and so on…)
4. *Pictures of the substance* in *all* its various forms (i.e. liquid, powder, pill, etc)
5. Way(s) the substance is *taken/put into the body* (i.e. ingested/eaten, injected, inhaled, etc)
6. *Short-term effects* on a person abusing the substance (i.e. signs and symptoms experienced while the substance is in the body; “short-term” meaning minutes, hours and/or up to a few days from the point of consumption)
7. *Long-term effects* on a person abusing the substance (i.e. physical/mental/emotional/social changes made over months and/or years of abuse)
8. What is the abused substance’s *impact on community* or how does society suffer as a result of your substance’s abuse? (i.e. costs, injuries/deaths, arrests, etc)
9. Any *unique information* that you come across during your research that you think would entice your peers to listen to your PSA. This might include a brief history of your substance’s origins, statistical data, artwork (must be school appropriate), etc.

Assessment

**Work Time** (Individual Score) **10 points**

* Student is on task, actively doing research from their *own source*s, not shared with partner
* Student respects materials and/or laptops
* Student returns materials to their appropriate locations

**Public Service Announcement** (Group Score) **30 points**

* PSA is ready on time (Monday, November 27th)
* PSA is neat, creative and well organized; grabs viewer’s attention
* Information is in large enough font to read from the back of the classroom
* All required information is present in PSA and accurate
* Pictures, graphs, statistics, etc were used
* Evident time and effort were spent designing/creating the PSA
* MLA references present; in-text citations included within PSA’s content