

## Follow up activity

# CREATE A ROAD SAFETY PSA



### Suggested Follow-up Activity for Teachers

## CREATE A ROAD SAFETY PSA



To encourage retention of the lessons, teachers are encouraged to conduct a follow-up activity in the weeks following the lessons. Keeping the Field Guides is a good idea so that students don't lose them before the follow-up activity.

Explain to students what a Public Service Announcement (PSA) is and ask them if they know of any PSA's that are effective (i.e., dangers of smoking, etc.) Have them come up with PSA's of their own, in the form of posters and flyers that focus on the dangers of distracted pedestrians/cyclist/motorist behaviours. Encourage them to be advocates in their schools, home and communities.

Working in pairs have them:

- Brainstorm key things that really stood out to them from the lessons that they want to teach others (see attached template).
- Pick a focus – what one thing do they think is most important to teach others.
- Determine why the issue is important.
- Create a short, impactful message around the issue and its importance. It can be fun to brainstorm tag lines/slogans or something that is a play on words.
- Create a draft of the art, look and feel of their PSA.
- Create the PSA (on Posterboards or smaller flyer size paper)
- Present these poster/flyers to classmates and/or the rest of the school. Put posters up in the entrance of their school in the fall and hand out flyers to all the parents that drive their children to school.

# PEDESTRIAN SAFETY

## PSA PLANNING!

1

### Brainstorm

What key things really stood out from the lesson that you want to teach others?

2

### Focus

What one thing do you think is most important to teach other people in terms of pedestrian safety? Use data?

3

### Why?

Why is this issue important to everyone's safety?

4

### Art & Slogan

How will your message look?  
What will be your slogan?