



GOT FRESH? FFVP PSA

By crafting a Public Service Announcement (PSA) urging younger students to eat a healthy diet, students hone their research and presentation skills.

Intermediate & Middle Grades

Time: 30+ minutes

Before you begin...

Decide on a format

- Poster or slideshow: students will use computers or create by hand
- Performance: students will draft, practice, and present a PSA
- Consider if all students will create their PSA for the same FFV or will have choice

Gather materials

- FFV snack, including example of whole item
- Computers, paper, art supplies, or props
- Information about FFVs from this book; others can be found online, such as:
 - <http://lancaster.unl.edu/nep/fruitveggie.shtml>, <https://snaped.fns.usda.gov/resource-library/foods/fruits-and-vegetables>, and
 - <http://childnutrition.ncpublicschools.gov/information-resources/nutrition-education/fruits-and-vegetables/fruit-and-vegetable-fact-sheets>
- Alternatively, students can research online to find this information

Instructions

1. Ask students to name some reasons that it's important to make healthy food choices. List these on the board. Ask for some examples of healthy foods, list these.
2. Inquire as to if students know what a Public Service Announcement (PSA) is. Discuss that these are media texts designed to teach people about about something that will improve their quality of life.



GOT FRESH? FFVP PSA CONT...

3. Explain that students will be creating a PSA to help younger children make healthy nutrition choices. Discuss the concept of target audiences and how to reach a target audience. For example, considering using strategies and information that will appeal to the target. Discuss and list how you might reach your target audience (for example, young children might like superheroes, not too many long words, funny, bright colors, etc.). Feel free to change the target audience or assign different target audiences.
4. Discuss other information students will need to make a successful PSA. Will they need health or nutrition information? Nutrition facts? Statistics? Discuss how to research this information. If you are assigning specific FFV or target audiences, do so.
5. Let students create their PSAs. Leave time for students to share their work with each other.

Extension

- Let these PSAs be a rough draft and have students polish and publish.
- Have students share their PSAs with their target audience.

Standards Alignment

CCSS.ELA-LITERACY.CCRA.W.2

Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.

CCSS.ELA-LITERACY.CCRA.W.6

Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

CCSS.ELA-LITERACY.CCRA.SL.2

Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally.

