



we're walking here **nyc**

HIGH SCHOOL

**Step 3: Sharing Your Message**

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# PSA Planning Chart

- Step 1: Who's Walking Here?  
Step 2: Understanding the Numbers  
→ Step 3: Sharing your Message

## PSA Planning Chart

### PURPOSE

As your class prepares to make a PSA, the attached worksheet is a useful tool to help your students brainstorm their PSA project.

### HOW TO USE THE PLANNING CHART

1. Ask your class to define “public service announcement” or “PSA.” Most of them will know some of the recent anti-smoking video campaigns. Explain that you are going to be making a PSA as a class.
2. Next, students should come up with their ideas for a PSA. Using the brainstorming sheet, have students take several minutes to come up with some ideas for PSAs (some examples: why walking is great for your health, why it's important to make our city safer for walkers, ways you can make walking a part of your commute). This is a good time for students to work in pairs or in small groups to focus their ideas.
3. Students can share their ideas with the class. Write down the ideas and then have the class narrow down the list of ideas until you have selected the specific topic for their PSA.
4. For this particular contest, this PSA can be in any of a variety of formats. Will you make a poster, PowerPoint, song, dance, film, play, website, or something else? You might already have planned the scope or medium, but you can get the students involved in the decision-making process along the way.
5. All the students should be involved in the process even though we are accepting only ONE PSA PER CLASS. You can divide them up however you feel is most appropriate, (a team for research, a team for content creation, a team for design, etc.)

### CREATE AND UPLOAD YOUR PSA FOR STEP THREE

Once you have made your PSA, you should upload a photo, sound file, video, PowerPoint, word document or PDF to our website under Step 3: Sharing Your Message (<http://streetseducation.org/walkingschools>.) You were registered for the contest when you uploaded your walking data, but please mark it carefully with your class, school and contact information.

For the detailed contest rules and guidelines, please go to: <http://streetseducation.org/walkingschools>

### EXTENSION: INDEPENDENT RESEARCH

After submitting you PSA, you can encourage students to conduct independent research for a paper or project on one of the following subjects: suburbanization and walkability, the health effects of the built environment, childhood obesity and its relationship to walking, urban air quality and transportation, or another related topic.

## materials

### CONTENTS OF THIS KIT

- **PSA Brainstorm Chart:** The attached page is a useful tool that students can use to narrow down their focus.

### OTHER MATERIALS

You may need a few other materials, that are not provided in this kit. These include:

- **PSA Materials:** Your materials will vary depending on what medium your class selects for your PSA

- Step 1: Who's Walking Here?
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PUBLIC SERVICE ANNOUNCEMENT (PSA)

## Brainstorm Chart

**brainstorm:**

What did you learn about walking from doing this project that you would want to share with others?

**focus:**

What exactly would you want to encourage people to do differently?

**art:**

In what medium will you create your PSA (poster, PowerPoint, song, dance, film, play, website, etc)?

**why?:**

Why should they make this change?