

Name: _____ Date: _____ Period: _____



LESSON OVERVIEW

Knowledge is only powerful if it leads to _____.

Name: _____ Date: _____ Period: _____

KEY VOCABULARY

PUBLIC SERVICE ANNOUNCEMENT (PSA): _____

CIVIC RESPONSIBILITY: _____

SOCIAL NORMING: _____

CALL TO ACTION: _____

TARGET AUDIENCE: _____

WHY PEER-TO-PEER MESSAGING WORKS

- Teens are significantly more likely to change behavior in response to _____ than adult authority figures.
- **PSYCHOLOGICAL REACTANCE:** teens are more likely to resist messages from _____ figures.
- **SOCIAL NORMING:** when peers communicate safe behavior as the norm, it changes perception of what's "_____."
- Research finds that teen-to-teen road safety campaigns show measurably higher _____ change than adult-delivered programs.

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THE THREE COMPONENTS OF AN EFFECTIVE PSA

1. _____ **DATA:**

A specific, sourced statistic that makes the problem feel real and urgent

2. _____ **STORY:**

A relatable scenario or experience that creates emotional connection to the issue

3. **CLEAR** _____:

One specific, achievable thing you want the audience to do differently

- **THE TRAP TO AVOID:** Vague messaging like “_____” that doesn’t tell anyone what to actually do
- **TEST IT:** Can someone who sees your PSA name the _____ they should take?

USING REAL DATA & YOUR PSA CONCEPT

- **DATA SOURCES:** _____ (Arkansas Department of Transportation), NHTSA (National Highway Traffic Safety Administration), CDC, and _____ (Arkansas State Police)
- **PSA PLANNING STEPS:** choose a topic, define your audience, write your mission statement, find your _____, draft your story, write your CTA, choose your _____
- **MEDIUM OPTIONS:** short video, social media post or reel, school poster, morning announcement, _____ display

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KEY TAKEAWAYS

- Peer-to-peer road safety messaging is measurably more effective with _____ audiences.
- Every effective PSA needs: _____ Data + Personal _____ + Clear Call to Action
- Vague messages (“Be Safe!”) don’t change behavior. _____ instructions do.
- You have the knowledge, the credibility and the reach to make your school safer — _____ it.

REFLECTION

Has anything in this curriculum changed how you think about your own driving or riding behavior?
