

How to Create a PSA from Your Literature Review

Anatomy & Physiology Class

What is a PSA?

A Public Service Announcement (PSA) is a short message designed to inform or educate others about an important health or safety topic. Your goal is to distill the insights gained from your literature review into a concise, engaging message that resonates with the general public.

Purpose of This Project

- Practice Communication Skills — explain science in a way anyone can understand.
- Raise Awareness — help others understand why your topic matters.
- Apply Research to Real Life — connect classroom learning to public health.

Steps to Create Your PSA

Step 1: Pick Your Focus

- What is one main message from your literature review that you want people to know?
- Example focus questions:
 - “Why should people exercise to protect their heart?”
 - “How does sleep affect muscle recovery?”
 - “Why is hydration important for brain function?”

Tip: You don’t need to explain everything—focus on one clear takeaway.

Step 2: Choose Your PSA Format

- You can choose how you want to share your message:
 - Poster — with images, big text, and clear facts.
 - Brochure — tri-fold handout with short sections and simple explanations.
 - Short Video — 30-60 seconds explaining your message with visuals or demonstrations.
 - Slide Presentation — 3-5 slides highlighting key points.

Step 3: Answer These Questions While You Create

- Who is your audience? (Teens, adults, athletes, parents?)
- What is the most important fact you want them to remember?
- What can they do with this information? (Take action? Change a habit?)
- Why does it matter for their health?

Step 4: Keep It Simple and Engaging

- Use simple language — avoid complicated medical terms.
- Use images, graphics, or examples to make your point clear.
- Include a “Takeaway Message” (e.g., “Drink 8 glasses of water a day to stay focused!”)
- Be creative — grab attention, be positive, and make it easy to understand.

Grading Checklist

Task	Points
Clear, focused message	___ / 10
Easy-to-understand language	___ / 10
Based on scientific facts from literature review	___ / 10
Engaging visuals or examples	___ / 10
Clear takeaway or action step	___ / 10
Total	___ / 50

Final Tips

- ✓ Use your literature review research and create a unique message in your own words.
- ✓ Focus on helping others understand something important about their body or health.
- ✓ Have fun with it—this is your chance to teach others something valuable in a simple way.