



CHILDREN'S RIGHTS

SECONDARY LEVEL

Break the Silence! Public Service Announcement Activity

- **Purpose:** the purpose of this assignment is to allow students to explore all of the information they have learned about children's rights by using a creative outlet to create a message about the UNCRC and a children's rights issue of choice. In carrying out this activity, students will have the opportunity to have their voice heard while standing up for something they believe in.
- **Instructional method(s):** group work
- **Differentiated instruction:**
 - Students create a visual storyboard of their PSA instead of acting it out.
- **Estimated time:** continuous project
- **Steps:**
 1. Explain to students that they will be creating a Public Service Announcement (PSA) on a children's rights issue.

Teacher Note: Public Service Announcement (PSA): an advertisement or statement made out of public interest, created to persuade an audience to take favourable action.

2. Begin by introducing the concept of a PSA, ask:
 - What is a Public Service Announcement?
 - Describe a PSA you have seen.
 - What makes a PSA affective? What makes it ineffective?
3. Divide students into groups of four and direct them through the following steps:

Teacher Note: Students can create their PSA in the form of a skit or video depending on what equipment is available.

- Select one children's rights issue that the PSA will focus on. Research the issue. Find out the details of the issue and the articles in the UNCRC that apply to this issue (e.g.: Article 19: child abuse, etc.).
 - Create a simple, clear message that does the following: creates awareness of the issue, shows the importance of the issue, elicits an emotional response in the audience, and causes a behavioural change in the audience.
 - Write a script (a one minute PSA typically requires about 5-7 concise statements).
 - Display the script in a visual story board with characters and settings.
 - Practice, practice, practice!
 - Perform.
4. Set aside a class period to present the PSAs. After each PSA has been viewed hold a brief discussion using the following suggested questions:
 - How did the PSA's affect you?
 - Were the messages clear and concise?
 - What made the best PSA?
 - Did each PSA achieve its goal?



- What did you learn about children's rights?
- What problems did you run into?
- What would you do differently next time?

Teacher Note: you may also wish to present these PSA's to the school to raise awareness about children's rights.

Stand up for children's rights by taking the Vow of Silence. Learn more about this empowering campaign at www.weday.com/takeaction.