



This is a chance to let your creativity and passion for health education shine! By developing a public service announcement (PSA) campaign, you'll be able to reach a wide audience and educate them about the dangers of vaping and/or the importance of vaping prevention education.



Core Project Component: Create and promote a public service announcement (PSA) and/or digital or print marketing campaign to convey the importance of vaping prevention education.

STEP-BY-STEP GUIDE

1) Identify your message/theme and audience



What about vaping prevention education interests you and/or do you feel like more people need to know about?
Who would benefit from this seeing/hearing this message?

2) Select your medium(s)



Based on your audience, what is the best way to get your message in front of them?
For example, social media, posters around school, hosting an event
Will you need to get the message out through more than one medium?
For example, will you push out a message on social media as well as your school's intercom announcements?
How can you utilize your existing network of friends and family to promote your message/campaign?
Could you ask people to like and share your message and content?
What about word of mouth?

3) Develop a timeline



How long will it take to create your content?
How long will you need to promote your message/content?
Will you need to promote your message/content more than one time?

4) Create your content



Have fun and let your creativity shine!
You can create multiple pieces (like posters and videos) to appeal to more people.
Make sure you keep your message, audience, and timeline in mind when developing content

5) Prepare your content for distribution and launch your PSA!



Download

Through your selected medium(s) - get the message out there! Remember to honor your goals, audience, and project timeline. It's okay if you have to test things out, modify them, and launch again. You have to put the "learning" in "service learning project" somehow!

6) Measure your success



Track campaign metrics including the total number of posts and the related shares, likes, views (for videos), etc.
Add context to your data with notable comments, feedback, or reactions. This can be done for any campaign type (print, digital, event, etc.)
Think back to your original project goals - did you have to adjust these mid-campaign? Did you achieve them the first time around?
Complete the reporting requirements listed below

Successful PSA Campaign Example - FDA: The Real Cost



We understand that campaigns can be hard to conceptualize and create, so here is a comprehensive example from the FDA Real Cost campaign. They used multiple media (posters, social media, videos) to make sure they could reach everyone they could; they have lots of different styles from rock n' roll to sports to strong emotional appeals; and most importantly they supported their campaigns with evidence-based information.

FDA: The Real Cost (Instagram)
FDA: The Real Cost (YouTube)
FDA: The Real Cost (Print)

REPORTING REQUIREMENTS

Complete the post-project online report at catchmybreath.org/SLPreport
You'll be asked about:

- ▶ *Your project goals and results*
- ▶ *Your target audience (including size of audience, location, etc.)*
- ▶ *Your campaign content (including photos, social media posts, videos, etc.)*
- ▶ *Your reflection on your project experience*