



## Food-borne Illness PSA

### The Challenge:

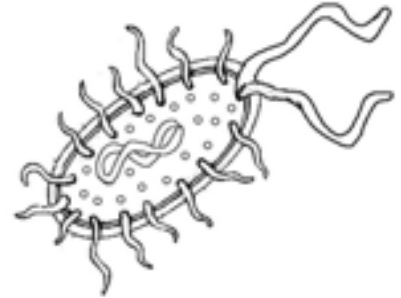
Create a Public Service Announcement warning people about a specific food-borne illness.

### The Criteria:

You may choose any creative form to deliver your PSA. You might choose a poster, brochure, video, or even write a song. (Somebody should write a Weird Al Yankovic-style version of "Listeria" to the tune of Def Leppard's "Hysteria"!).

### Your PSA must include:

- \* The name of the bacteria, virus, parasite or fungus, as well as the name of the corresponding illness
- \* The causes and mode of transmission
- \* The symptoms
- \* How the illness is medically treated
- \* The dangers and/or long-term effects
- \* How to prevent transmission



### Your PSA must appeal to your audience. It should be:

- \* Interesting to look at / listen to
- \* Easy to understand
- \* Memorable

CRITERIA	1	2	3	4
<b>Content and Accuracy</b>	Fewer than 80% of the facts in the PSA are accurate	89-90% of the facts in the PSA are accurate	90-99% of the facts in the PSA are accurate	All facts in the PSA are accurate
<b>Audience Appeal and Creativity</b>	The PSA is not appealing; reflects a lack of creativity and originality	The PSA is somewhat appealing; reflects some creativity, but lacks originality	The PSA catches the audience's attention; reflects student creativity and the use of some original ideas	The PSA engages the audience and maintains interest; reflects an exceptional degree of student creativity and use of original ideas.
<b>Message Effectiveness</b>	The message is not clear in the PSA	The intent of the PSA is understood, but it has little motivational value.	The combination of creativity, accuracy and audience appeal deliver a clear message about the topic	The combination of creativity, accuracy and audience appeal are very effective in delivering strong message about the topic