

Campaign: Public Service Announcement

5th Grade - Water Conservation



GOAL

Students will engage in water stewardship by educating their community on specific water saving behaviors.

OBJECTIVES

- Create a PSA that explains the importance of water conservation to their chosen audience
- Define water conservation
- Identify 3-5 relevant water conservation behaviors

OUTCOME

Students will create a public service announcement that educates their community about water conservation.

GUIDING QUESTION

How can I encourage water conservation in my community?

STANDARDS

5-ESS3-1: Obtain and combine information about ways individual communities use science ideas to protect the Earth's resources and environment.

GRADE

5th

TIME

2-4 days

OVERVIEW

Public service announcements (PSAs) are designed to educate and raise awareness about a particular issue to change a particular behavior or attitude in society. In this project, students are challenged to create a PSA for their community about the importance of water conservation. This project seeks to apply concepts learned throughout the SWELL unit in a relatable context for students.

PSAs are often in the form of videos, but we encourage students to get creative and choose a medium of interest. Some ideas for formats include:

- Video
- Podcast
- Song
- Poster
- Presentation

The finished PSA should be <2 minute for audio/video formats, or <7 slides for presentation formats. Each PSA should:

- Define water conservation
- Explain why water conservation is important
- List 3-5 water-saving behaviors relevant to their audience
- Include citations for any sources used

Instructions

1. This campaign is designed to reinforce and apply concepts that students have learned throughout the SWELL 5th grade unit. Before beginning campaigns, students should have completed the following:
 - View the webinar or the video lesson
 - Participate along with the activity video
 - Complete the 5th grade activity book
2. Show the example PSAs to students.
 - U.S. Environmental Protection Agency- [It All Leads to The Ocean](#) (00:30)
 - UN Environment Programme- [World Nature Day 2017](#) (01:27)
3. After watching the PSAs, students should answer the questions below for each video.
 - What was the PSA topic?
 - What was the message? What were they asking you to do?
 - What was something you really liked about the PSA?
4. Students should complete the PSA Planning Worksheet as they brainstorm ideas.
5. Students create or record their PSAs.
6. Once students have finished their PSAs, share them with the class. You can also publish them on a Google Classroom website or host a virtual “conference” where students view one another’s work. San Diego Coastkeeper would love to see your students’ finished projects -- if you’d like to share them, email us at projectswell@sdcoastkeeper.org.
7. Optional Extension: Every year, the City of San Diego’s 2020 Kids’ Poster Contest Calendar showcases student art about water conservation. If your students create visual art PSAs, encourage them to submit it to the contest. The deadline usually occurs each spring. More information can be found on the City’s website: <https://www.sandiego.gov/public-utilities/sustainability/water-conservation/contests>

Resources

[Pics4Learning.com](#)- free to use photos for students

[EPA- WaterSense for Kids](#)

[Water Footprint Calculator- How to Save Water](#)

[San Diego County Water Authority- Student Resources](#)

[Water- Use It Wisely- 100+ Ways to Save Water](#)

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Student Guide



Using what you've learned about water resources, you will educate your community by creating a public service announcement (PSA). PSAs are designed to raise awareness about a particular issue or change a behavior in society. In this project, you will create your own PSA about the importance of water conservation.

Most PSAs are videos, but can come in different forms. You can make your PSA one of these formats:

- Video
- Podcast
- Song
- Poster
- Presentation

If you have an idea that is not listed here, ask your teacher first.

Your PSA must include:

- A definition of water conservation
- An explanation of why water conservation is important
- 3-5 water-saving behaviors for your audience to try
- Citations for any sources used

Instructions

1. Watch the PSA examples:

- U.S. Environmental Protection Agency- [It All Leads to The Ocean](#) (00:30)
- UN Environment Programme- [World Nature Day 2017](#) (01:27)

2. Using the space below, answer the questions for each video.

- What is the topic of the PSA?

- What is the message? What are they asking you to do?

- What is something you liked about the PSA?

3. Use the PSA Planning Worksheet to brainstorm ideas.

4. Create or record your PSA.

5. Submit your finished PSA to your teacher. Share it with family and friends, too-- they might learn something new.

Project Checklist

- I watched the PSA example videos and answered the questions
- I completed the PSA Planning Worksheet
- My PSA addresses the audience I chose on my worksheet (the water saving strategies make sense for my audience)
- My PSA clearly explains the problem- why we need to save water
- My PSA explains what “water conservation” means
- My PSA includes facts to support my claims
- My PSA tells my audience why they should care about this issue
- My PSA includes 3-5 ways my audience can save water
- My PSA is a maximum of 2 minutes long (for audio/video) or 7 slides (for presentations)
- I cited all outside sources
- I submitted my PSA to my teacher

PSA Planning Worksheet

Name: _____ Teacher: _____

I will be making a _____ (video, podcast, poster... use your imagination!)

WHO: Who is your audience? (Examples: 5th graders, your school, your family, students who live in San Diego)

WHAT: What does water conservation mean? Why do we need to save water?

Supporting facts:

WHY: Why should your audience care? How does this issue affect them?

HOW: How can your audience help save water? (3-5 actions)

1. _____
2. _____
3. _____
4. _____
5. _____

Don't forget:

- Videos or podcasts should <2 minutes. Presentations should be 7 slides or less.
- Cite outside sources used.
- PSAs can be funny or serious. Some use songs or stories to tell their message. Be creative!