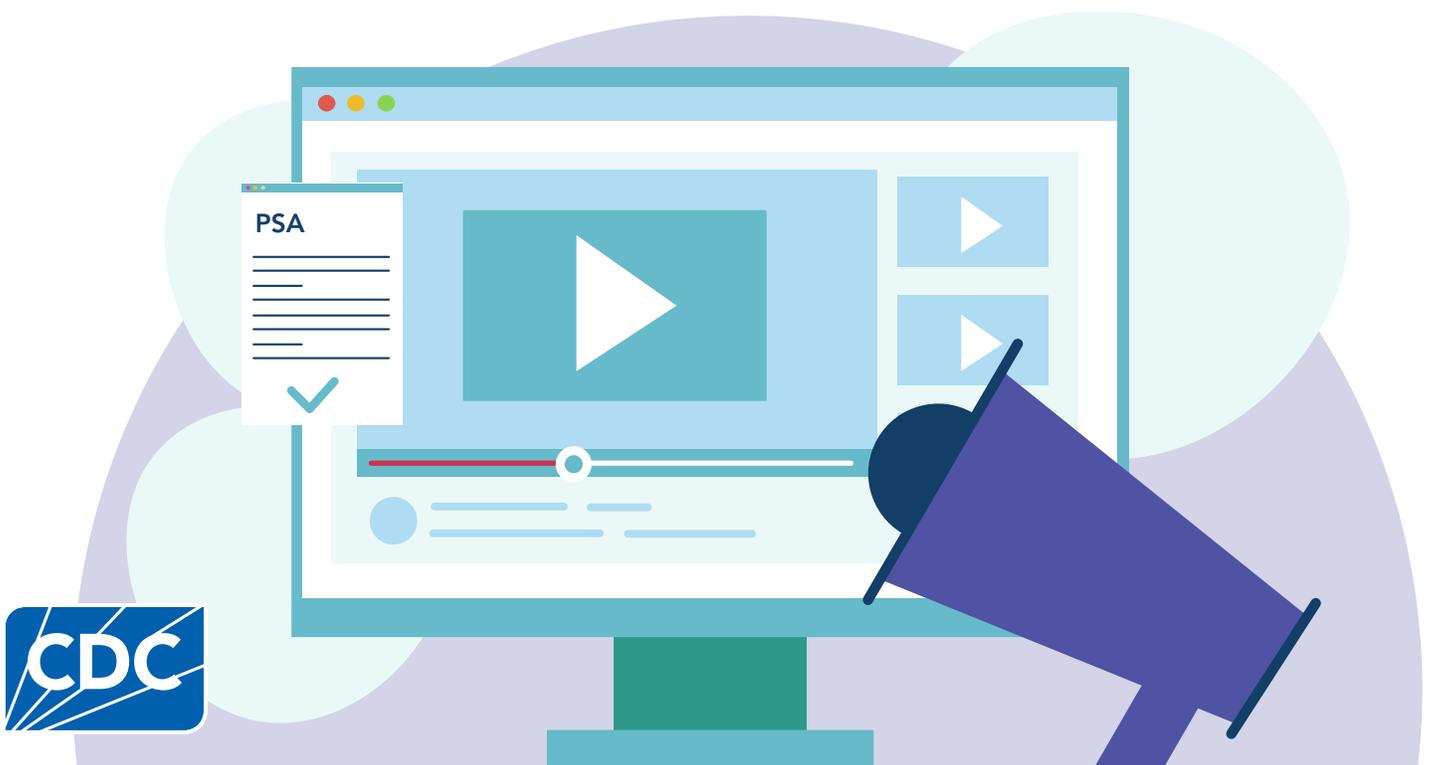




Learning Activity:

*Public Service Announcements
in Health Care*



Getting Started

Overview:

This learning activity is designed for teams of students to create a Public Service Announcement (PSA) on an infection control topic for a specific healthcare worker audience. This activity can be used as a creative way to consolidate learning in any course or tailored to the more precise needs of your course. This learning activity includes [Learning Activity Instructions](#) and a [Learning Activity Handout](#).

Course Type Recommendation: nonclinical courses such as health communications, public health, pre-health courses

Underlying Principle: Public communication on infection control topics in health care should be accessible and easy to understand.

Learning Objectives:

- Gain experience in identifying infection control issues in health care and how to address them.
- Develop an effective, clear, and concise public service announcement advocating for education and awareness of infection control in healthcare settings.

Recommended Rubric(s) for Assessment:

[VALUE Rubrics - Information Literacy | AAC&U](#)

[VALUE Rubrics - Integrative Learning | AAC&U](#)

[VALUE Rubrics - Written Communication | AAC&U](#)



Learning Activity Instructions

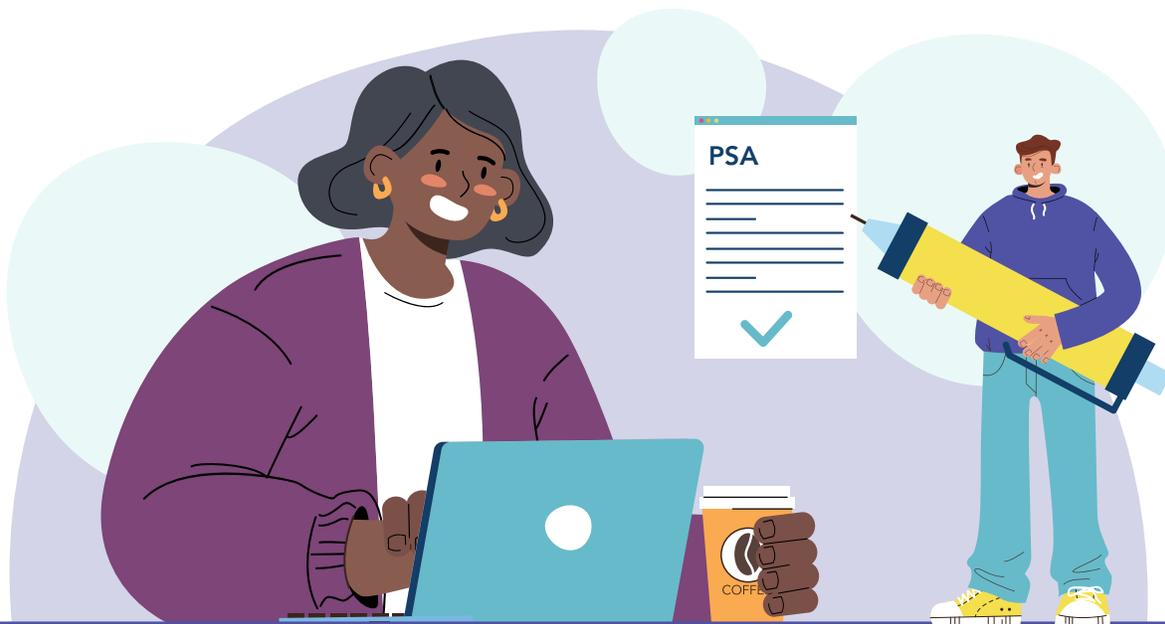
A PSA is an advertisement meant to serve the public interest and is usually in the form of a short, informational video or audio message. They are typically designed to increase education and awareness on a specific topic.

In this activity, students will create a PSA video that focuses on an infection risk in a healthcare setting and actions that can be taken to address that risk. A short guide to creating PSAs and examples of CDC PSAs on various topics are available in the accompanying handout.

Instructor Note: Students may opt to make a video with graphics in free versions of design software such as [Canva](#) or [Adobe Express](#).

Following the steps outlined below, students will work in teams of two to four people to write, produce, and direct a 30-60 second video.

1. Students will identify an infection control topic (e.g., source control, hand hygiene, cleaning and disinfection, standard precautions) that is relevant to the selected healthcare worker audience (e.g., nurses, medical assistants, environmental service workers, physicians). Alternatively, you may prefer assigning topics by group or asking all students to explore the same topic.
2. Drawing on reputable sources, teams should then research their infection control issue in depth. Together, they should gather and organize information that will help the audience understand the issue and its impact in healthcare settings.
3. Students should develop a clear, concise, message that is 30 to 60 seconds long and raises awareness about infection control in health care.
4. Optional step: Invite students to submit a script and an outline or storyboard describing their plan for the PSA. Use this opportunity to check technical accuracy before final products are created.
5. After PSAs have been created, host a screening session in class and invite the class to share feedback with their peers on the experience.
6. Consider sharing final PSAs with a wider audience, such as on a class social media page or in a campus setting to showcase student work and related references.



Learning Activity Handout

Public Service Announcements in Health Care

Instructions:

A public service announcement (PSA) is an advertisement meant to serve the public interest and is usually in the form of a short, informational video or audio message. They are typically designed to increase education and awareness on a specific topic.

In this activity, you will create a PSA video with a clear, concise, message that is 30 to 60 seconds long that raises awareness about the importance of infection control in protecting patients and healthcare workers. You should consider questions such as:

- What is your topic?
- What is your goal or objective?
- Who is your target audience?
- What is the main message?
- What do you want your audience to know and do?
- What is your call to action?
- Is your message clear to the intended audience?
- Is your PSA based on up-to-date, accurate research and data?

Resources:

Guide to Creating PSAs:

[Creating and Distributing Public Service Announcements \(PSAs\) | CDC](#)

Examples of PSAs:

[Be Prepared in Case You Need to Evacuate | Natural Disasters | CDC](#)

[CDC: Keep It Close National PSA](#)

[Colorectal Cancer Screening Saves Lives](#)