

# BE OPIOID AWARE!

Most adults who meet the criteria for having a substance abuse disorder started using drugs as teenagers.\* Teens who misuse drugs have a higher risk for mental health illness, physical health struggles, and addiction.\* Help support healthy lives and fight addiction and drug abuse with a PSA (Public Service Announcement) encouraging teenagers to stay away from opioids and offering help to those who need it. Use the following guide to help you.

## GRAB THEIR ATTENTION

- Who are you trying to reach?
- What will catch their eyes/ears?
- What will keep them watching/listening?

## FIGHT MISINFORMATION

- Are your facts correct?
- Can your facts be backed up by at least two sources?
- How trustworthy are your sources?

## CREATE YOUR PSA PLAN

Answer the questions below to start planning your PSA. Then use your creativity to develop your ideas.



- Message and facts you want to share: \_\_\_\_\_  
\_\_\_\_\_
- Audience you want to reach: \_\_\_\_\_  
\_\_\_\_\_
- How you will catch the attention of your audience (visuals, word choice, music, etc.)? \_\_\_\_\_  
\_\_\_\_\_
- What format will you use for your PSA? Will you create a poster, skit, video, or social media post?  
\_\_\_\_\_

## HOW DID WE DO?

A rubric is a way for you to know if you have completed the assignment. Check your work with this rubric and make sure you have included all the elements.

Be Opioid Aware PSA	Student Self-Evaluation
PSA addresses opioid abuse, misuse, or finding help.	
PSA is crafted for a specific audience.	
Facts are included and sources noted.	
PSA is creative and attention catching.	

\*cdc.gov/healthyouth/substance-use/index.htm.