

A MESSAGE ABOUT SUN SAFETY



**SUN SAFETY
FOR ALL**

Share what you've learned about sun safety with others by creating a public service announcement (PSA) to raise awareness about sun safety for all — all skin tones, all weather, all year. Use the prompts below to organize your thinking. Keep your message short and to the point and select content that will resonate with your intended audience.

1. Choose your target audience (circle one):

Younger students, peers, family members, or community members

2. Determine your call-to-action. Form your central idea and then condense it into a clear, simple call-to-action (what you want people to do).

PSA idea: _____

Call-to-action: _____

3. Research and identify supporting facts.

Sources: _____

Facts: _____

4. Think about your target audience. What do they need to know? What matters to them?

5. Choose a presentation format (circle one):

Poster, comic strip, video, audio recording, or another medium

6. Consider visual elements/sound effects. What images or sound effects will add impact to your message and capture the attention of your audience? Describe your approach.

7. Prepare your draft. Create a brief script that communicates your call-to-action. Make it memorable and check your facts. Then...

- For print: Write and illustrate your final draft.
- For audio and video: Film/record and edit your PSA (aim for a 30-second clip).

8. Share your final PSA. Work with your teacher to share your PSA with your class and to determine the best way to share it with your target audience.

SUN SAFETY TIPS!



Wear sunscreen.

Broad spectrum (UVA + UVB protection) at least SPF 30 or more – even on cloudy days. Reapply sunscreen every two hours, and after swimming or sweating.



Protect eyes.

Wear sunglasses.



Protect face.

Wear a wide-brimmed hat.



Avoid intense sun.

Seek shade between 10:00 a.m. and 2:00 p.m. when the sun's rays are strongest.



Cover skin.

Wear clothing that covers your legs and arms.

