

ITS Approved Submission

Public Service Announcement Innovative Teaching Strategy

Kelly Krumwiede, PhD, MA, RN, PHN & Lindsay Rohlik, MS, RN, PHN, LSN

Author Information: Kelly Krumwiede

Title: Associate Professor

Credentials: PhD, MA, RN, PHN

Organization: Minnesota State University Mankato

Email Address: kelly.krumwiede@mnsu.edu

Office Phone: 507-389-6814

Address: Minnesota State University Mankato, School of Nursing, 360 Wissink Hall

City: Mankato

State: MN

Zip: 56001

Co-Author: Lindsay Rohlik

Title: Assistant Professor of Nursing

Credentials: MS, RN, PHN, LSN

Organization: Southwest Minnesota State University

Email Address: lindsay.rohlik@smsu.edu

Office Phone: 507-537-7385

Address: Southwest Minnesota State University, Science & Technology 255, 1501 State St.

City: Marshall

State: MN

Zip: 56258

1. Title of Teaching Strategy: **Public Service Announcement Innovative Teaching Strategy**
2. Date of Submission: 8-7-2020
3. Topical Area: Health Behavior Change, Health Promotion Across the Lifespan, Interventions for Public Health Nurses

4. Public health nursing competencies and standards:

ACHNE:

- Health Promotion and Risk Reduction
- Information and Health Care Technology

ANA PHN Scope and Standards of Practice:

- Health Teaching and Health Promotion
- Education
- Collaboration
- Evidence-based Practice and Research

QUAD Council Competencies for Public Health Nurses

- Assessment & Analytic Skills
- Communication Skills

5. Learner Level: RN to BSN, Undergraduate
6. Learning Setting: Clinical settings, Online or web-based modules, Independent Study
7. Strategy Type: Individual and/or Team Lesson Plan
8. Learning Goals/Objectives:

At the completion of the activity, teams will be able to:

1. Explain the purpose of a public service announcement.
2. Explore opportunities for collaboration with community partners.
3. Analyze data to compile research for PSA.
4. Demonstrate creative thinking and problem solving.
5. Demonstrate the ability to work collaboratively as an advocate for health promotion within communities.

9. Estimated time for activity: 6-8 hours

10. Strategy Overview: Two students will work collaboratively to create a health-related Public Service Announcement (PSA). Audio PSAs can be around 30 seconds long and video PSAs can be around 1-1:30 minutes long. Teams can develop both audio and video PSAs. Development of PSAs will incorporate techniques and conventions to communicate messages to community members.

11. Detailed Strategy Directions

Instructions on Developing a Public Service Announcement

1. Select a current public health topic. Once teams have identified their topic, identify target audience.
2. Develop persuasive key message(s) related to the public health topic.
3. Synthesize literature, online resources and/or course materials to collect information in support of the desired PSA message.
4. Write a culturally sensitive script, including narration and/or dialogue that will be incorporated into the PSA.
5. Utilize smartphone, video recorder, or other technology to film and/or record the PSA.
6. Disseminate PSA to key stakeholders in community (stakeholders may share PSAs on social media platforms).

a. Strategy Materials/Resources: Utilize student technology resources provided by the University.

b. Website Links: Centers for Disease Control and Prevention Public Service Announcements: Covid-19:

<https://www.cdc.gov/coronavirus/2019-ncov/communication/public-service-announcements.html>

Influenza:

<https://www.cdc.gov/flu/resource-center/freeresources/video/media-psa.htm>

National disasters & severe weather:

<https://www.cdc.gov/disasters/psa?Sort=title%3A%3Adesc>

c. Methods for evaluating student learning: Faculty feedback was provided on the PSAs prior to disseminating to the community partners. Students were provided an opportunity to make changes based on faculty feedback. Pass/no credit.

12. Comment on overall success of this teaching strategy: Nursing students used their critical thinking skills to develop scenes and scripts, as well as technology to produce the PSAs. Student teams developed audio PSAs that were around 30 seconds long and video PSAs that were around 1-1:30 minutes long. The topics focused on teenage vaping prevention, food insecurity and how to access the local food shelf, cover your cough and get the flu shot, and mental health resources. The PSAs provided a platform to raise awareness of significant public health issues. The teaching-learning activity met Community/Public Health Nursing Competencies Domains 1: Assessment & Analytic Skills & 3: Communication Skills. Students shared comments that they enjoyed participating in the learning activity. The community partners expressed gratitude for the PSAs and made comments that they were well developed.

The assignment required students to be engaged and apply knowledge and motivational strategies to promote healthy behaviors. The PSAs were shared with key stakeholders and disseminated to a community collaborative and community agencies for use. Community agencies such as the local school and food shelf utilized the PSAs at their agencies. Nursing faculty found the assignment helpful for planning experiential learning activities to prepare students to address real world problems.

13. Additional References: Used in the development of the strategy:

- Gupta, R. S., Lau, C. H., Warren, C. M., Lelchuk, A., Alencar, A., Springston, E. E., & Holl, J. L. (2013). The impact of student-directed videos on community asthma knowledge. *Journal of Community Health, 38*, 463-470. doi: 10.1007/s10900-012-9630-4
- Ftanou, M., Cox, G., Nicholas, A., Spittal, M. J., Machlin, J. R., & Pirkis, J. (2017). Suicide prevention service announcements (PSAs): Examples from around the world. *Health Communication, 32*(4), 493-501. doi:10.1080/10410236.2016.1140269
- Jordon, A., Bleakley, A., Hennessy, M., Vaala, S., Glanz, K., & Strasser, A. A. (2015). Sugar-sweetened beverage-related public service advertisements and their influence on parents. *American Behavioral Scientist, 59*(14), 1847-1865. doi: 10.1177/0002764215596556
- VanderMolen, J. (2017). Social media as public service announcement (PSA): Using Twitter to spread a health message. *Journal of Health Education Teaching Techniques, 2*(3), 38-47. doi: 10.2196/publichealth.6313