



Missouri Coalition
for **Roadway Safety**



Car Crash Docu-Drama Lesson Plan: PSA Storyboarding

Activity Title
Safe Driving PSA Storyboard
Target Grade
9 th -12 th grade
Estimated Time
60-90 minutes (excluding time to watch docu-drama)
Materials Needed
<ul style="list-style-type: none">• Notebook Paper• Writing Utensil
Objectives
<ul style="list-style-type: none">• Understand how advertising influences decision making• Learn how a PSA (public service announcement) can be used to improve public welfare• Develop a storyboard and understand how a storyboard is an important aspect of the development process for a PSA
Activity Description
<ol style="list-style-type: none">1. Students will watch the complete docu-drama<ol style="list-style-type: none">a. Schools should verify the content prior to viewing, ensuring it meets local school guidelines. The docu-drama simulates a real car crash and some footage may be disturbing to viewers.2. Students will discuss how a PSA can improve public welfare. Consider the following questions to start the conversation.<ol style="list-style-type: none">a. What is a PSA?b. How is a PSA different than a commercial?c. Have you seen a PSA before that made you change your mind about a bad habit, such as smoking?d. Have you seen a PSA related to safe driving or not driving under the influence?3. Share the PowerPoint that walks students through the development of a PSA.4. After discussing PSAs, students will be tasked to make a storyboard of a PSA they would create that encourages teenagers to make safe decisions while driving, such as not texting or talking on the phone or never driving under the influence.<ol style="list-style-type: none">a. Break students into teams of 2-3 to complete the storyboard in the given allotment of time.b. Students should be reminded that a PSA is meant for public TV and is generally less than 30 seconds and appropriate for viewing by all.5. Provide each team of students with the storyboard template, which includes six panels. Students will sketch their ideas on the panels.<ol style="list-style-type: none">a. Additional requirements can be found in top of the storyboard template, which includes target audience, proposed timeline, etc.6. Email completed storyboards to cdzurick@actmissouri.org for a chance to be featured on the ACT Missouri website.

Team Members _____	Target Audience _____	Topic _____
Panel #1	Panel #2	Panel #3
Panel #4	Panel #5	Panel #6



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Car Crash Docu-Drama Lesson Plan: Elementary Games

Activity Title
Building Youth Traffic Skills
Target Grade
9 th -12 th grade
Estimated Time
60-90 minutes (excluding time to watch docu-drama)
Materials Needed
<ul style="list-style-type: none">• White Paper• Index Cards• Dice and/or game spinner• Coloring Utensils (markers, crayons, colored pencils)• Writing Utensil
Objectives
<ul style="list-style-type: none">• Understand how building traffic skills at a young age can reduce traffic accidents later in life• Recognize the importance of setting a good example at a role model to younger students• Develop a game for elementary students and understand how to transfer meaningful outcomes into an interactive activity
Activity Description
<ol style="list-style-type: none">1. Students will watch the complete docu-drama<ol style="list-style-type: none">a. Schools should verify the content prior to viewing, ensuring it meets local school guidelines. The docu-drama simulates a real car crash and some footage may be disturbing to viewers.2. Students will have a conversation about how car accidents involving teenagers can be preventable. Consider the following questions to start the conversation.<ol style="list-style-type: none">a. How does texting while driving (distracted driving) contribute to accidents?b. There is no acceptable level of drinking and driving, and even one drink can impair one's ability. What is the legal limit of BAC?c. What role can the passenger play in distracting the driver?d. Could those choices have been preventable if skills were reinforced at a younger age to understand the consequences of one's actions?3. After discussion, students will be tasked to focus on skill building at a young age by creating a board game, card game, or similar activity for youth in 4th-6th grade.<ol style="list-style-type: none">a. The game should address traffic safety for the age group, such as not distracting the driver, understanding traffic signs and signals, and never getting in the car with someone under the influence.b. The game should require minimal supplies so it may be easily used at a school.c. You may create a game board or cards to coincide with the activity.d. The game should take no more than 15-20 minutes to complete.4. If students are struggling with the game creation, you may share the following example game with students based on the classic game Chutes and Ladders.

- a. In Chutes and Ladders, a spinner is labeled 1-6. A player uses the spinner to see how many spaces they will move forward on the board. In this modified version, if a student lands on a ladder, the game master will read a good traffic safety decision a student has made, and they can advance up the ladder further on the game board. If they land on the chute, the game master will read a bad traffic safety decision a student has made, and they will slide down the chute back on the game board.
5. Email completed games to cdzurick@actmissouri.org for a chance to be featured on the ACT Missouri website.