



# LifeSmarts

*Learn it. Live it.*

*This learning activity complements the LifeSmarts OTC Medicine Safety Mentoring Project. See <http://lifesmarts.org/otc/> for more information. LifeSmarts is a program of the National Consumers League, providing confidence and safety in the marketplace since 1899.*

## **OTC Public Service Announcement Activity**

### **Description:**

Participants will review and share what they learned about OTC medicine safety by creating a Public Service Announcement.

### **Time:**

10 minutes planning; 30 seconds/1 minute per group for presenting

### **Materials:**

- OTC Medicine Safety vocabulary handout
- Poster board/large paper, markers
- Empty OTC package for each group

### **Procedures:**

1. Explain the concept of a public service announcement.
  - a. A public service announcement (PSA) is a message from a not-for-profit organization to raise awareness or provide information about an issue via mass media.
2. Divide participants into small groups.
3. Write the following OTC medicine safety topics on separate slips of paper:
  - a. Proper OTC storage
  - b. Unsafe medication handling
  - c. Drug Facts label
4. Ask each group to select a category.
5. Allow 10 minutes for teams to create a commercial, jingle, rap, radio ad, etc., using content vocabulary, which explains their topic to the rest of the group. PSAs should be no more than one minute in length.
6. Groups present their messages to one another.