



act-out for health

High school lesson plan
Billboard Contest

Lesson title

Designing a billboard for the Act-Out for Health contest

Estimated lesson time

Approximately 45 minutes (or one class period)

Learning objectives

- Students will discuss value of advertising; “what makes a good advertisement?”
- Students will research children’s health insurance in Florida.
- Students will brainstorm advertising options for Florida KidCare.
- Students will identify a target audience.
- Students will develop a basic design for a billboard promoting the Florida KidCare program.

Vocabulary Lesson

Advertising: a form of communication that attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.

Consumer: one who can make a decision whether or not to purchase an item at the store; can be influenced by marketing and advertisements.

Materials

- Dry erase board
- Computers with Internet access
- Sketch paper



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Procedures and discussion (5-10 minutes)

- Ask students what comes to their mind when they hear the word “consumer.”
- Ask students what their definition is of a “good” and “bad” advertisement. What separates the two.
- Explain that a good advertisement must identify its consumer first and foremost.
- Explain that this year, they have the opportunity to create their own billboard design thanks to the Act-Out for Health contest.
- Explain the basic idea behind Florida KidCare (affordable health care for kids their age).
- Ask students to raise their hands if they’ve ever thought/heard about health insurance before.
- Ask students what comes to their minds when health care is mentioned.
- Ask students how they would define health care.
- Explain that without health insurance, families have to pay more out of their own pockets for doctor’s visits, check-ups, and surgeries. Health insurance is important for people of all ages, particularly children and teens, because it means they can get health care whenever they need it.

Activity: Research session (optional, 10-15 minutes)

- Have students go to their computers.
- Tell them to log onto www.floridakidcare.org.
- Tell them to go through the website and find the following information:



- What does Florida KidCare cover/include?
- How much does Florida KidCare cost?
- How can you apply?
- After finding those answers, pass out the billboard information packets (downloaded from the Materials section of the Teacher portion of the Act-Out for Health site, www.actout4health.org) to students.
- Tell students to read through the packet and to highlight any information that might help them identify the “consumer” in this scenario. Who does Florida KidCare need to target?
- Ask them what age group has the highest amount of uninsured kids. The information can be found in the packet. Does this help them identify the consumer for this product?
- Once students have finished their Florida KidCare research, have them go back to their seats.

Activity: Brainstorming session (5-7 minutes)

- Have students turn to page three of the information packets.
- Ask volunteers to read the three paragraphs aloud.
- Discuss with students each message.
- Take a vote. See which message students like the most. Which message would get their attention the most?
- Give each student a piece of paper.
- Tell them they have 5 minutes to brainstorm how they would advertise health insurance **to other teens**.



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- Tell the students that they must incorporate one of the three messages into their design/plan.
- Tell the students to think about billboards or print advertisements they've liked the most and the information they researched online to find inspiration.

Presentation and Discussion (5 minutes)

- Remind students when time is almost up for brainstorming.
- Tell them to pick their top one or two ideas to share with the class.
- Encourage students to pay attention to the ideas they like the most; what makes those ideas interesting or attention-getting?

Activity: Billboard development (10-15 minutes)

- Pass out paper for students to sketch out ideas about their own Florida KidCare billboard, remembering to use the messaging they liked best.
- Once their preliminary sketches are complete, have students go back to their computers (individually, if possible, though partners would suffice).
- Tell them to visit the Act-Out for Health website, www.actout4health.org.
- Have them click into the Billboard Design portion of the site. Encourage them to play around on the site, creating different designs. Explain that they should only submit ideas they want entered for competition.

Review discussion (5 minutes)

- Remind students that when they are ready and have their design complete, they can submit it online using the Billboard Design program.