



act-out for health

Middle school lesson plan
PSA Contest

Lesson title

An introduction to advertising and the Florida KidCare 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 commercial?”
- 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 storyboard for their own advertisement.

Vocabulary Lesson

Storyboard: A series of rough sketches outlining the scene sequence and major changes of action or plot in a production to be shot on film or video.

Preproduction: The preliminary arrangements that are made upon the inception of a project.

Materials

- Dry erase board
- Computers with Internet access
- Storyboard guide (found on the Act-Out for Health website, www.actout4health.org)
- Mini-chalkboards (optional)



Procedures and discussion (5-10 minutes)

- Ask students what their favorite commercials are.
- Ask students what they like about those commercials. Are they funny? Sad? Catchy? Original? Unique?
- Ask students if they have ever thought about making their own commercial. What would they do if they could create their own advertisement?
- Explain that this year, they have the opportunity to create their own ad thanks to the Act-Out for Health contest.
- Show students some of last year's winning videos, found on the Act-Out for Health website (www.actout4health.org).
- Ask students for their thoughts on the commercials they saw. What are their opinions?
- Explain the basic idea behind Florida KidCare (affordable health care for kids their age).
- Ask students to raise their hands if they've ever been to the doctor.
- Ask students to raise their hands if they've ever been to the emergency room.
- 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 kids of all ages 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.



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- 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, tell students to visit www.actout4health.org.
- Tell them to go to the student home page and click “video contest,” then “how to enter.”
- Have them download the contest materials and find the answer to this question: “What age group has the highest amount of uninsured kids?”
- Once students have finished their Florida KidCare research, have them go back to their seats.

Activity: Brainstorming session (5-7 minutes)

- Give each student a piece of paper or their own mini-chalkboard.
- Tell them they have 5 minutes to brainstorm how they would advertise health insurance **to other teens**.
- They can talk to each other and brainstorm together, but encourage them to come up with their own unique ideas.
- Tell the students to think about the commercials they like, the information they researched, and the ads about Florida KidCare they saw 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 commercials interesting or attention-getting?

Group Activity: Storyboard development (10-15 minutes)

- Divide students into groups of three or fewer.
- Pass out the storyboard guide (found on the Act-Out for Health website, www.actout4health.org, on the Teacher site under Materials.)
- Explain to students that a storyboard is a tool used by filmmakers and advertisers to develop a film or commercial idea. Tell them to draw rough sketches in each panel to describe what would happen in their own Florida KidCare commercial.

Review discussion (5 minutes)

- If time permits, have students come back together at the end of class to discuss their progress.
- Remind them that they will be creating their commercials in class, so any ideas they develop need to be practical.
- Have some students share their storyboard with the class.
- Ask students for their ideas on what makes a good commercial.
- Ask students if they think creating a commercial involves a lot of planning. Why or why not?
- Encourage students to take time before the class meets again to talk about their commercial and how to make it better.