

# The Dangers of Speeding

# Creating a PSA



## INTRODUCTION

In this lesson, students analyze tactics used to design and deliver effective PSA messages and then apply what they learn to create their own PSA scripts for the **2026 Drive2Life PSA Contest**. See the Contest Overview, Entry Form, and Official Contest Rules at [nrsf.org/contests/drive2life](https://nrsf.org/contests/drive2life) for details on the contest theme and entry requirements.

## TARGET AUDIENCE

Students ages 13 to 19 in grades 6-12

## OBJECTIVES

Analyze tactics used to design and deliver effective public service announcement (PSA) messages and assess the desired behavior change

Create scripts for informative PSA videos that incorporate research from multiple sources, engage the intended audience, and use various communication techniques to express a clear, accurate message about the dangers of speeding.

## PROGRAM COMPONENTS

## MATERIALS NEEDED

The following materials are available at [nrsf.org/contests/drive2life](https://nrsf.org/contests/drive2life)

This one-page teacher's guide

Rules, entry forms, and additional contest and program materials

Past Drive2Life winning PSAs

Computer with Internet access to view other sample PSAs at [nrsf.org/resources/psas](https://nrsf.org/resources/psas) [NOTE: Review videos to determine whether they are useful for your group before sharing them with students.]

## LESSON DIRECTIONS

Introduce students to the idea of a public service announcement (PSA). Explain that a PSA is designed to reach a specific group with a message that will change the group's behavior. Then ask: *How much impact can a PSA have on our behavior?*

As a class, watch and discuss some effective PSAs. Share the NRSF PSAs with the class, or search for other current PSAs.

For each PSA, identify the message and discuss: *What tactics were used to communicate the message? Do the PSAs use positive reinforcement to encourage positive behavior or change?*

Tell students that they will be creating their own scripts for a 30-second PSA video to educate drivers about the dangers of speeding.

Distribute copies of the sample PSA scripts and discuss the content and format as a class.

Then have each student write a script not more than two pages on 8.5 x 11-inch paper for a 30-second PSA video to enter in the **2026 Drive2Life PSA Contest**. **Remind students that storyboards or videos cannot be submitted as contest entries, only scripts.**

