Bullying Awareness Public Service Announcements (P.S.A.s)
5-Day Project

Part 1: Project Overview (FOR TEACHER USE AND PLANNING)

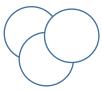|	
Project Title	Bullying Awareness Public Service Announcement (encourage students to work in pairs or triads on final product P.S.A.)
Grade Levels/Subject Areas	7 & 8 ELA & Math
Dates of Project	?
Learning Target(s)	• I can describe ways each one of us can prevent, identify, and intervene on bullying behavior. • I can analyze data and statistics about the effect of bullying on individuals and communities and create a public service announcement educating a targeted audience. • I can develop ways members of the DCTL School #19 community can contribute to a positive and respectful school environment.
Language Target	I can analyze graphics and statistics about bullying and its effect using sentence starters.
Product	DCTL School #19 Middle School Public Service Announcements (P.S.A.)
Connections to DCTL School #19 Vision	**We persevere.:** Seeing a multi-step project through to the end. **We are dedicated. We are kind. We are leaders.:** Collaborating with school community members to determine a message for a school-wide Public Service Announcement; creating a P.S.A for other students in school community on an important topic; connecting to messaging of "We are kind" in school community to others. **We will change the world. :** Developing pride in one's own school by contributing to positive school culture and climate.

Part 2: Learning Activities Overview of Project Stages by C-day

Hook/Opening	Day 1: *Video links embedded in titles below. Right click on blue titles, click on "open hyperlink" below* 1. Overview of Bullying Awareness Public Service Announcement Project 2. Watch short film "The Bully" (6:37) 3. Then, gist and annotate the article below entitled "What is Bullying?" from source: stopbullying.gov website. ***Gist: less than a sentence that captures the main idea of a paragraph, section, page of text***

Sequence of Learning Activities Project Tasks *Close read (gisting and annotating) *Analysis of graphs, statistics and reliable sources *Complete analysis sentence starters/frames *Planning P.S.A. with awareness of: issue, audience, message, evidence/facts, grabbing audience's attention, purpose of P.S.A.	Day 2: Watch short video Part 1 "Words Do Hurt" (2:57). Then, gist and annotate the article below entitled "What is Bullying?" from source: stopbullying.gov website. Then, watch short video Part 2 "Words Do Hurt" (3:24) As a group, complete a triad venn diagram on chart paper or smartboard that compares similarities and differences of the effects on the three groups outlined in the article: effects on kids who are bullied, effects on those who bully others and effects on witnesses to bullying. Day 3: Watch video "10 Staggering Facts about Bullying" (3:02). Then, Analyze the four graphics related to National statistics on bullying. Complete the sentence starters and frames adding your own thinking/analysis that go along with each graphic. Day 4: Watch the information video "Five Ways to Stop Bullying" (3:06). Then, finish the sentence starters after considering the questions to plan your P.S.A. **Final product choices** (PICK ONE!) ❏ Poster for the hallway, other areas in School #19 ❏ Script- news report script to be read for School #19 morning announcements ❏ Town Hall Skit & Presentation for delivery to Middle School #19 students ❏ Town Hall Skit & Presentation for delivery to Lower Grade #19 students ❏ PPT/Slides Presentation to be shared with all Family Crews Days 5: Watch the video "Ted Talk: 'To this day' for the bullied and beautiful" by Shane Koyczan. (Be aware to mute at 4:51, he uses the F-word. End video at 5:09) Then, Using your rough draft/planning pages from Day 4 (and days 1, 2, 3), create your **final** product P.S.A. If you choose the first option, the poster, use the draft space to sketch out your poster.
Suggestions for teachers to scaffold/modify/extend project into morning Family Crew time	-Do-Nows to pre-teach some of the vocabulary and/or graph analysis skills found in activities for each day -Create pairs or triads of students to offer suggestions for P.S.A. improvement and feedback -Teacher model of gisting texts (less than a sentence that captures the main idea or most important part of the section of article) -Show models provided for final product of P.S.A. on different subjects -Encourage students to create action research question(s) for more information and statistics gathering on bullying with his/her own classmates, family, friends outside of school -Encourage students to create a spoken word poem about the impact of bullying

Model P.S.A.s for students:

DISTRACTED DRIVING KILLS...

R.I.P.

YOUR RISK OF FATAL COLLISION INCREASES 10 TIMES WHILE USING A CELL PHONE

The city is our home.
Hunger is not welcome here.

1 in 5 of our neighbors can't put food on the table. Help us end hunger in NYC.

facebook.com/FoodBankNYC   @FoodBank4NYC

FOOD BANK
FOR NEW YORK CITY
foodbanknyc.org

Donate. Advocate. Volunteer.

Healthy
Drinks:
Within Our
REACH
#REACH4water

Drink WATER NOT SUGAR

#ItAllAddsUp

Lifestyle

Be a
HEALTHY KIWI-

Eat Fruit Daily

Helmets
Use Your Head to
Protect Your Head

By Chris Morritt