

GENETICS



PROJECT

What is a PSA?

A message in the public interest distributed by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue.

Learning outcome: Consider the ethical implications of genetic technologies.



Possible topics:

- Genetically modified foods
- Personal DNA testing
- Gene therapy
- Cloning
- Stem cells
- Designer Babies
- Personalized medicine
- Epigenetics
- Genetic privacy
- ...what else?

Project details:

1. Your PSA can take pretty much any format: video, radio, print, facebook, etc..
2. All projects are individual except for video, which is partners.
3. You will have 4 classes to work on your project (including today).

It is due Thursday, November 16th

Radio examples:

- https://www.psacentral.org/campaign/Texting_and_Driving_Prevention/asset/Passengers/13972
- https://www.psacentral.org/campaign/Bullying_Prevention/asset/I_Am_A_Witness/32550

2 other videos:

- [Diseases](#)
- [Active](#)



NHS

Smoking damages the tissues in your penis

There are over 4,000 chemicals in cigarette smoke. Some of them damage your arteries, including the parts that keep you hard. If they go floppy, so do you.

[Still want to inhale? ▶](#)

Share the Road & SAVE A LIFE

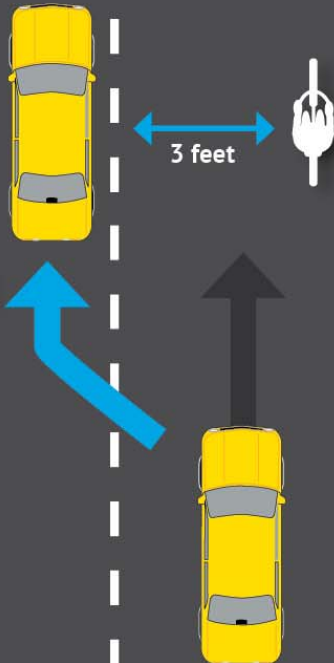
SHARETHEROAD.AAA.COM



BIKELEAGUE.ORG

23

STATES AND THE DISTRICT OF COLUMBIA HAVE 3-FOOT PASSING LAWS.



SHARE THE ROAD



80%

OF STATES HAVE A SHARE THE ROAD CAMPAIGN.

Data provided by the League of American Bicyclists and the National Complete Streets Coalition.



Good PSA

- Good topic
- Urgency
- Short
- Catchy
- Clear message
- High quality- looks nice- professional
- Makes you think
- Contains info
- Attention grabbing

Marking criteria: