DIRECTIONS:
Effective public service announcements (PSAs) use engaging visuals and text to communicate important information to the audience. Use the design squares below to take notes on each of the elements in the PSAs that you watch. You will then decide how you might want to incorporate (or avoid!) these same elements while creating your own PSA.

PSA #1: Benefits of Microbes: How Food Affects Your Gut
PSA #2: Foodborne Illness

PSA #3: Fight Bac! (Bacteria)
PSA #4: Fight the bite: Lyme Disease

PSA #5: Antibiotic Resistance (short)
PSA #6:
Antibiotic Resistance
(long)