

# SAFETY PSA COMPETITION

Create a written Public Service Announcement (PSA) aimed at a general audience on one of the following safety topics:

- **Daily Activity Safety:** Address a specific risk such as riding scooters, heat stress, or navigating construction zones.
- **Emergency Preparedness:** Develop a response plan or raise awareness about a particular type of emergency (e.g., evacuation, inclement weather).
- **Ergonomics Awareness:** Highlight the importance of ergonomics in daily life, with practical advice for preventing musculoskeletal disorders.

## SUBMISSIONS DUE MARCH 11TH



## SUBMISSION REQUIREMENTS

Your PSA should be informative, persuasive, and accessible, emphasizing why the issue is relevant and providing actionable recommendations.

Your title must invoke your ethos as a communicator, such as: "Ergonomics: Why It Matters, From a Mechanical Engineer."

Length cannot exceed 600 words (300-500 is most common for written PSAs published in newspapers or online).

### 1

#### CLARIFY YOUR GOALS

Decide on your safety topic, venue for publication, and overall purpose.

### 2

#### STRUCTURE YOUR PSA

**Introduction:** Introduce the topic and explain why it matters.

**Problem Statement:** Clearly state the safety issue, supported by relevant data or examples (use hyperlinks).

**Proposed Solution/Recommendations:** Offer practical steps or advice that your audience can implement.

**Call to Action:** Encourage your audience to take action, adopt safer practices, or share awareness.

### 3

#### WRITE WITH CLARITY AND IMPACT

Use accessible, clear language free of technical jargon, unless it is explained in a way a non-expert can understand.

Be concise, persuasive, and focused on delivering a memorable message.

## PRIZES

1ST PLACE \$2,500

2ND PLACE \$1,500

3RD PLACE \$500