

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 21ST 5PM



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

