

SPEEDY RESPIRATORY PSA'S

- ◉ **Persuasive:**
 - Presents ONE CLEAR POINT.
 - Motivates the target audience to do (or not do) something. Adopt or stop a health related behavior.
- ◉ **Entertaining:**
 - Engages the target audience with a variety of media, such as narration, music, text, and dramatizations.
 - Holds the interest of the target audience
- ◉ **Based of Facts:**
 - Uses and cites fact(s) from reliable source(s).
 - Provides information on how to obtain additional information about the topic.
- ◉ **A Clear and Realistic Message:**
 - Appeals to the emotions of the target audience, presents a sense of perceived susceptibility and seriousness (Health Belief Model).
 - Educates the audience.
- ◉ **Uses Concise Language:**
 - Get to the point quickly
 - Use of common language (minimum use of slang)

WHAT IT NEEDS TO BE

- ◉ 30 to 60 seconds
- ◉ What is it? Symptoms.
- ◉ How do you get it? Causes
- ◉ Preventive measures
- ◉ Diagnosis
- ◉ Treatments

RESPIRATORY PSA'S

- Emphysema
- Lung Cancer
- Pneumonia
- Asthma
- Otitis media
- Choking
- Sinusitis
- Pulmonary Tuberculosis
- Acute bronchitis
- Pulmonary fibrosis