# Skill-Building Challenge Worksheet: Communicating the Benefits of Drinking Water

Name: Blank Class: Blank Date: Blank

Persuasion is a way of communicating that tries to convince the listener to agree with a point of view. One way we use persuasion in health is to develop public service announcements, or PSAs, which are generally 20 to 30 seconds long. There are four steps to creating a clear PSA.

**1.** *Identify the issue.*Ask yourself: What do I want to convince others to believe?

**2.** *Hook your audience.*Ask yourself: Who am I speaking to and what can I say that will grab their attention and get them to listen?

**3.** *Know your facts.*Ask yourself: What facts, statistics, or truths can I use to get the person to believe my message?

**4.** *Be straightforward.*Ask yourself: What is the most direct way I can deliver my message?

Create a 20- to 30-second PSA that addresses the importance of making healthy beverage choices and avoiding unhealthy ones. Follow the steps identified and include at least four benefits of choosing healthy beverages in your PSA. Write your 20- to 30-second PSA on a separate piece of paper. When you are finished, attach your PSA to this worksheet when submitting your assignment. Perform your PSA in front of the class.

1. My issue is:

2. My hook is:

3. Facts that support my point of view are:

4. The most direct way I can deliver my message is: