Student Resource 6.4

PSA Research:
Health and Socioeconomic Development

Student Names:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_

Directions: Imagine you are a citizen of one of the countries listed below. The WHO has recruited your team to create a public service announcement (PSA). The purpose of the PSA is to feature one or more recommendations for improving the socioeconomic status or health status in your country. Your PSA will be shown at an important WHO convention where the recommendations featured in your PSA will be taken under consideration for funding. Follow the instructions in this resource to create your PSA.

1. Choose your country

* Bahamas
* Burkina Faso
* China
* El Salvador
* Ireland
* Italy
* Lebanon
* Malawi
* Mexico
* Mongolia
* Panama
* South Korea (or Republic of Korea)
* Tajikstan
* Tonga
* Uzbekistan

Our country will be:

2. Research the following socioeconomic and health status data

* Adult literacy rate
* School life expectancy
* Unemployment rate
* World Bank annual income classification, per person
* Life expectancy at birth
* Maternal mortality rate
* Infant mortality rate

Divide this list up among group members so that you work efficiently and don’t duplicate your efforts. Once you have all your data, pool it and decide as a team how best to illustrate it in the PSA. Some will fit well in a chart, but some data may be conveyed via voice over, graphics, or close-ups of typed or written information.

3. Include the following elements in your PSA

* The name and geographic location of your country
* A chart or other visuals with socioeconomic data and health status indicators for your country
* One or more recommendations for improving the socioeconomic status or health status in your country

Resources

CIA World Factbook: <https://www.cia.gov/library/publications/the-world-factbook/>

The World Bank Country and Lending Groups: <http://data.worldbank.org/about/country-classifications/country-and-lending-groups>

4. Make your recommendations

Include at least one recommendation about how to improve your country’s socioeconomic status in order to improve its health status, or how to improve your country’s health status in order to improve its socioeconomic status. Your recommendation needs to link to the data you’ve found.

Here are some examples of recommendations:

In my country, 32% of children under 5 years old are underweight. I recommend focusing aid programs on providing food to children, which would improve child health. If the children are healthy, it will be easier for the parents to work and earn a steady income to take care of their family.

In my country, only 52% of the population has access to clean sources of drinking water, and the youth unemployment rate is over 25%. I recommend creating a program to put young people to work building improved drinking water and sanitation facilities. This would improve both the socioeconomic status and health status.

Each team member should try writing several recommendations. Pick the best one(s) to put in your PSA.

Make sure your assignment meets or exceeds the following assessment criteria:

* Information about the geographic location of the country is accurate and easy to understand.
* The PSA provides accurate data about the socioeconomic status and health status of the country.
* The recommendations are logical, practical, and based on data.
* The progression through the video is clear and easy to follow.
* The PSA uses strong persuasive techniques, such as vivid, clear language, to convey the recommendations for the country.