

Name:

Partner:

Toxicology Research PSA

Objective: Create an informative PSA raising awareness about the risks, science and solutions relating to a specific drug.

Possible Drug to select:

Ketamine	Percocet	Fentanyl	Cocaine	Alcohol
Diazepam	Oxycodone	LSD	Heroin	MDMA (Ecstasy / Molly)
PCP (Angel Dust)	Psilocybin	Rohypnol (Roofies)	Steroids	Marjuana
Nicotine / Vaping	Bath Salts	Other?	Student's Choices and Partners	

Research

1. Research legitimate statistics on addiction rates, overdose deaths, and other impacts to highlight the significance of the issue to society. Stick to facts.
2. Include science-based information on how the drug affects the brain and body. Explain the biological roots of dependency.
3. Note both the risks and the factors that can lead people down this path - chronic pain, injury, mental illness, introduction through legal prescriptions, etc. Compassion is key.
4. Educate audiences on signs of overdose. Focus on saving lives.
5. Offer additional resources: addiction helplines, treatment support contacts, drug take-back programs, community outreach groups. Provide solutions.

Messaging: Tailor concise yet impactful messaging that educates audiences on your specific drug's effects. Balance risk with factors contributing to abuse. OFFER SOLUTIONS, such as treatment resources!

Visuals: Incorporate grabbing yet tasteful visuals to capture interest. Infographics on key states to the drugs biological impacts can effectively reinforce messaging.

Citations: Properly cite at least 3 credible sources on the back of the poster/footnote or end of video detailing where specific information was obtained.

Possible Resources:

[Gale Power Search](#) - Search on Drug name - Use the books tab

[Drug Abuse Sourcebook](#) --Search index for drug name

[Drug Fact Sheets](#) from the DEA - Search on drug name eg. Ketamine

[Drug Scheduling:](#)

[Signs symptoms and Treatment for Overdose](#)

Search drug name and overdose

Statistics:

[National Drug Abuse Intelligence Center](#) from the Department of Justice - Brief descriptions and simple, current authoritative statistics. - Search by drug name eg Ketamine

National Center for Drug Abuse Statistics [NCDAS*](#)

[Drug Overdose Death Rates*](#)

National Institute on Drug Abuse ([NIDA](#))

[Border Seizure Statistics](#) (US Customs and Border Protection)

Search for drug name and the words “research report

Treatment and Rehab

[Drug and Alcohol treatment near Cleveland Ohio](#)

[Recovery resources from the United State Drug Enforcement Agency \(DEA\)](#)

Alternative Sites:

National Institute on Drug Abuse ([NIDA](#)): Offers comprehensive research on substance use and addiction, supporting scientific studies across a wide range of topics related to drug abuse and its effects.

Substance Abuse and Mental Health Services Administration ([SAMHSA](#)): Provides detailed data collections on substance use and mental health facilities across the U.S., including the National Survey on Drug Use and Health (NSDUH), which measures the use of illegal drugs, prescription drugs, alcohol, and tobacco.

[NCDAS](#) (National Center for Drug Abuse Statistics): Shares substance abuse and addiction statistics, offering insights into narcotic, depressant, stimulant, and hallucinogen abuse, including prevalence, effects, and emergency room data.

Appropriate Submissions for your PSA:

Infographics	Canva (www.canva.com): Offers a wide range of templates and design elements for creating infographics. It's user-friendly and suitable for those without extensive graphic design experience.
	Piktochart (www.piktochart.com): A user-friendly infographic maker that provides customizable templates. It's great for creating infographics, reports, and presentations with a professional look.
Digital Posters	Adobe Spark (spark.adobe.com): Provides tools for creating posters with professional layouts and the ability to add images, text, and icons. It's designed for quick customization and sharing.
	PosterMyWall (www.postermymwall.com): A simple tool for creating digital posters with thousands of templates. It's especially useful for quick design projects that require minimal graphic design skills.
Video - PSA	Animoto (www.animoto.com): A video creation service that allows users to combine photos, video clips, and music into video slideshows and presentations. It's straightforward and offers a variety of styles.
	iMovie (for macOS and iOS): Apple's video editing software that's easy to use for creating and editing videos. It offers a range of templates and themes, making it suitable for producing short PSAs.
Social Media Campaigns	Hootsuite (www.hootsuite.com): While primarily a social media management tool, Hootsuite can help plan and schedule social media posts for campaigns. It's useful for organizing a social media-based PSA campaign.
	Buffer (www.buffer.com): Similar to Hootsuite, Buffer is a social media management platform that helps schedule posts, analyze performance, and manage all your social media accounts in one place, ideal for coordinating a PSA campaign.
Website / Web Pages	Wix (www.wix.com): A website builder that offers drag-and-drop functionality, making it easy to create interactive and visually appealing websites. It's suitable for students who want to create an informative, interactive web page without coding skills.
	Squarespace (www.squarespace.com): Offers stylish templates and drag-and-drop tools for creating professional websites. It's ideal for students wanting to create an engaging, interactive site with minimal technical knowledge.

	<p>Google Sites (https://sites.google.com/new): User-friendly, drag-and-drop interface that allows students to easily assemble and design web pages without needing to know how to code. It's ideal for creating interactive websites or web pages for a project, offering integration with other Google services like Drive, Docs, Sheets, and YouTube, which can be very useful for embedding documents, spreadsheets, presentations, and videos directly into the site.</p>
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RUBRIC on BACK

Rubric:

	Mastery (10-9 pts)	Proficient (8-7 pts)	Emerging (6-5 pts)
Research Quality and Accuracy (10 pts) <i>Aspects are listed above under "Research"</i>	Extensive research covering all 5 aspects with high scientific accuracy. Showcases deep understanding and analysis.	Adequate research covering most (4) aspects with accurate scientific information. Demonstrates good understanding.	Basic research with some inaccuracies or missing aspects. Shows limited understanding.
Content and Impact (10 pts)	Content is highly educational, with compelling problem-solution messaging. Engages the audience effectively with impactful insights.	Content is educational and provides clear problem-solution messaging. Engages the audience with relevant insights.	Content lacks depth in education and clarity in problem-solution messaging. Engagement with the audience is limited.
Presentation Quality (10 pts)	Exceptional visual appeal and organization. Highly creative and original, enhancing message delivery. Suitable submissions described below.	Good visual appeal and organization. Shows creativity and originality with clear message delivery.	Limited visual appeal and organization. Lacks creativity and originality, with unclear message delivery.
	Mastery (5-4.5pts)	Proficient (4-3.5 pts)	Emerging (3-2.5 pts)
Source Citations (5 pts)	3 or more sources are accurately cited with APA format, demonstrating high attention to detail and research integrity.	2 sources are accurately cited with APA format, showing good research practices.	Some sources are inaccurately cited or missing; lack consistency in format, indicating a need for improved research practices.
Ethics (5 pts)	Demonstrates exceptional ethical consideration by avoiding sensationalism, fully respecting privacy, and showing sensitivity towards affected individuals and communities.	Shows good ethical consideration with minimal sensationalism and general respect for privacy and sensitivity	Lacks ethical consideration, may include sensationalism, and overlooks the importance of privacy and sensitivity.
Total 40 pts		WILL NOT ACCEPT google slides!	

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