**Nutrition PSA Project**

**Directions:** The purpose of a PSA (public service announcement) is the change the way a consumer believes and to guide them to make a different decision. *You will get into groups of two for the PSA project. We want you to pick one of the macro-nutrients (protein, carbohydrates, or fat) to help educate the public and persuade them away from their terrible lifestyle so that they can lead a healthy lifestyle. Your video will be a maximum of one minute long in a commercial style format that will include the following:*

**Proficient (worth 85% of the overall grade)**

1. Pick one of the Macro-nutrients (Carbohydrates, Protein, or Fat) to highlight in your PSA video that you want your consumer to focus on.
2. You will need to explain in detail to your consumer what your macro-nutrient does for them, and how it will benefit them.
3. You will need to show the consumer good examples as well as bad example of the macro-nutrient.

**Extension (worth the next 15% of the project)**

1. Your group (of two) should have a script of the information necessary to positively change your audience’s beliefs about your macro-nutrient. You are making a compelling argument to positively change their behavior.
2. You should provide several reasons/components that will ensure that the consumer will change their behavior.
3. After watching your video…the consumer will want to change!!!!

Once you have completed your project, please share it with your teacher.

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