



Raptor Resource Project Lesson Plans

To find more plans, go to www.raptorresource.org

Lesson Plan: PSA Challenge

Grade/Level	Upper Elementary/Middle School Science: Threats to Eagles
Time Allotment	2-3 class periods (Videos may require more time)
Content Area(s)	Science, Language Arts

Objectives

- Students will investigate lead poisoning and other human threats to Bald Eagles.
- Students will create a public service announcement to help foster behavior change in people.
- Students will learn how to make a persuasive argument.

Curricular Connections

- Language Arts: Science and Technical Writing, Persuasive Writing.
- Science: Engaging in an argument from evidence (science engineer practices, apply scientific ideas to solve design problems).
- Depending on the medium for their PSA, they may use video skills, etc.

Instructional Materials

- Video PSA: Computer or tablet, video software
- Audio PSA: Microphone, recording software
- Poster PSA: Poster board, markers, decorating materials.

Resources

Lead Poisoning Resources

- Statistics and research on lead poisoning in Bald Eagles from the Raptor Center at the University of Minnesota: <https://www.raptor.umn.edu/our-research/lead-poisoning>

- Statistics and research on lead poisoning in Bald Eagles from S.O.A.R in Iowa: <https://soarraptors.org/eagles-and-lead/>
- Information on lead ammunition and tackle, lead poisoning, and alternatives to lead: <https://www.raptorresource.org/learning-tools/hunt-and-fish-lead-free/>
- Video: Lead Poisoned Bald Eagle: <https://youtu.be/NyZLxobg5k0>
- A national news story on lead poisoning in Bald Eagles: <https://www.abcactionnews.com/news/national/bald-eagles-are-dying-from-lead-poisoning-at-alarming-rates>
- The story of a lead-poisoned Bald Eagle: <https://www.raptorresource.org/2016/01/27/lead-poisoned-eagle/>

PSA Examples

- https://www.washingtonpost.com/national/the-10-best-psas-of-all-time/2013/09/13/10cb0ebe-1bf2-11e3-8685-5021e0c41964_gallery.html

PSA Video Examples

- <http://www.shiftingbaselines.org/videos/>
- <https://youtu.be/44Gll-AHLBs> [It all leads to the ocean]
- <https://youtu.be/x0wPIFuO7uw> [global warming]
- <https://youtu.be/0s5AMjBy3KA> [a funny PSA]

Background Knowledge

- History of Bald Eagle Decline, Protection and Recovery: <https://www.fws.gov/midwest/eagle/history/index.html>
- How to create the perfect PSA: <https://www.govtech.com/education/news/how-to-create-the-perfect-public-service-announcement.html>

Opener

Open with a few samples of PSA's. Use the videos above or find your own. If you are not making videos, you can use poster PSA's.

Discuss: What is a PSA? How are they helpful? What are the characteristics of a persuasive PSA?

Procedure/Method/Activity

1. How many of you have ever seen a Bald Eagle in the wild?
2. Tell the story of DDT and the Eagle/Recovery

3. Discuss new threats to Bald Eagles
4. Have students read or watch a video about the effects of Lead on Bald Eagles (you could also watch a video on collisions with cars, poaching, or other threats to Bald Eagles)
5. Discuss dangers to Bald Eagles. What are possible solutions?
6. Have students make a written, illustrated, video, or audio PSA

Assessment

Students will share their PSA's in class for evaluation

Extension

Students could share their PSAs more broadly via podcast, at an open house or school event, or in other venues.