



LESSON PLAN

FDA & YOU - ISSUE 10

West Nile Virus

*Lesson Plan
For Grades 10-12
Adaptable for 6-9*

Note: This lesson plan is intended to be used as a guide in planning a classroom activity on West Nile Virus. This is a supplement to *FDA & YOU* issue 10, available at www.fda.gov/cdrh/fdaandyou.

Goals

The goal of this lesson plan is to familiarize students with the history, transmission methods, and safety precautions they can take to protect themselves from West Nile Virus (WNV). Students will develop a plan to communicate health information on WNV to an assigned target audience.

Objectives

1. Students will gain a better understanding of WNV and how to protect themselves from the virus.
2. Students will develop a public service announcement on WNV targeted to a specific audience.

Prerequisites

- Prior to beginning the lesson students should read *FDA & YOU* issue 10
- Students should have a basic understanding of how viruses are transmitted
- Students should have a basic understanding of what a Public Service Announcement (PSA) is.

Materials

1. *FDA & YOU* – Issue 10
2. Brainstorming Worksheet
3. Project Guidelines Worksheet
4. Example of a PSA of your choice (Many examples can be found on the Web, including at www.fda.gov)
5. Poster Board
6. Colored Magic Markers

Lesson Procedure

1. At end of class the day prior to this lesson, ask students what they know about PSAs.
2. Explain to students that a PSA is a free, 30-60 second long TV, radio or print ad that promotes government programs, non-profit organizations, or community activities. They are often used to alert the public to a specific issue, such as WNV.
3. For homework have students read Issue *FDA & You* – Issue 10.

4. Divide students into pairs and assign them a target audience, for example elementary school children, teenagers, young adults, parents, senior citizen, and pet owners.
5. Have each pair develop a 1-2 minute presentation that includes a PSA and an accompanying visual appropriate for their target audience.
6. Allow the rest of the class period for groups to work on their projects.
7. The next day, allow ten minutes for the pairs to meet and prepare for their presentations.
8. Have students present their PSAs to the class. Each presentation should be approximately 1-2 minutes in length.

Closure/Conclusion

As a homework assignment have students complete the scenario homework activity and West Nile Virus hidden message puzzle. You can incorporate information from this lesson into future quizzes and tests if you like.

PUBLIC SERVICE ANNOUNCEMENT (PSA) PROJECT
Brainstorming Worksheet

Name: _____

Partner's Name: _____

Target Audience: _____

- 1. What key messages about West Nile Virus will you provide to your audience?**

- 2. What is the most effective way of delivering these messages to your audience? (For example, you may consider airing your PSA on TV, radio, or having it printed in newspapers and magazines. During what shows, or in what publications would your message most likely reach your audience? Why?)**

- 3. What procedures will you tell your audience to follow in order to best protect themselves and their families from WNV?**

- 4. What information will you include in your visual to best relay the key messages about WNV transmission and protection?**

- 5. Develop the text for your PSA in the space below.**

PUBLIC SERVICE ANNOUNCEMENT (PSA) PROJECT
Project Guidelines

- 1. With your partner create a Public Service Announcement about West Nile Virus (WNV). Background information can be found in your copy of *FDA & YOU – Issue 10*.**
- 2. Use the brainstorming worksheet provided to generate ideas for your project.**
- 3. Create a visual to accompany your PSA.**
- 4. Your visual should help illustrate the messages of your PSA. It should include the following:**
 - a. At least one graphic (this may be a photo, logo, collage, or drawing)**
 - b. Key points specific to your audience**
- 5. Your visual should be appropriate for your chosen media. If your PSA will be published in a magazine or newspaper, your visual should represent the page of your chosen publication. For a radio spot, you can include the script on your visual and design a campaign logo. For a TV ad you can illustrate several frames of a storyboard that corresponds to your script.**
- 6. Your PSA presentation should be designed so that both you and your partner present.**

WEST NILE VIRUS
Scenario Homework Assignment

Name: _____

Scenario: *It's a hot July evening and your family (you, your mom, dad, brother (25 years old), sister (8 years old), and dog Speck) are enjoying a relaxing weekend at Lake Wiley. The group has decided to make a bonfire and roast marshmallows by the lake. Write a short essay, using what you've learned about West Nile Virus transmission and protection, which addresses the questions below.*

What will you do to protect yourself from mosquitoes while you are outside? What can you tell your family members to do to protect themselves? How will your parents' methods of protection differ from those of your younger sister? How will you protect Speck?

WEST NILE VIRUS
Hidden Message Puzzle

Name: _____

Unscramble each of the clue words. Use the letters that appear in the  boxes to reveal the hidden message.

Hint: To avoid West Nile Virus...

SEWT ELNI VURSI	<input type="text"/>																
TEDE	<input type="text"/>																
TOMSIQOU	<input type="text"/>																
PEST	<input type="text"/>																
REWTA	<input type="text"/>																
TECTVROIPE NHGCLOIT	<input type="text"/>																
BGU RYPAS	<input type="text"/>																
SEINTCS	<input type="text"/>																
DUKS NAD DWNA	<input type="text"/>																
	<input type="text"/>																
	<input type="text"/>																

F

WEST NILE VIRUS
Hidden Message Puzzle

Unscramble each of the clue words. Use the letters that appear in the  boxes to reveal the hidden message.

Hint: To avoid West Nile Virus...

SEWT ELNI VURSI	<input type="text"/>  <input type="text"/>	<input type="text"/> <input type="text"/> 	<input type="text"/> <input type="text"/>  <input type="text"/>
TEDE	<input type="text"/> <input type="text"/> <input type="text"/> 		
TOMSIQOU	<input type="text"/>  <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
PEST	 <input type="text"/> <input type="text"/> <input type="text"/>		
REWTA	<input type="text"/> <input type="text"/>  <input type="text"/> 		
TECTVROIPE NHGCLOIT	<input type="text"/> <input type="text"/>  <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/>	
BGU RYPAS	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>  <input type="text"/> <input type="text"/> 		
SEINTCS	<input type="text"/> <input type="text"/> <input type="text"/>   <input type="text"/>		
DUKS NAD DWNA	<input type="text"/>  <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> F	

- West Nile Virus**
- DEET**
- Mosquito**
- Pets**
- Water**
- Protective Clothing**
- Bug Spray**
- Insects**
- Dusk and Dawn**

Hidden Message: Protect Yourself