

Lesson 3: HEALTH HEROES AND HEALTH COMMERCIALS

Essential question: What special qualities and skills do Health Leaders use in their work?

Overall goal: For students to think about a leader's qualities which make his/her work special or compelling.

Target skills: Inference, point of view, author's craft and structure

Objectives for Beginning Health Advocates:

SWBAT:

- Create an illustration or illustrated paragraph depicting a Health Leader as a superhero. Teacher may assist with labeling aspects of the illustration.

Beginning Health Advocates activity outline

1. Ask students to tell about superheroes they know, and ask them to identify the superpowers each one has.
2. Choose one of the Health Leaders featured in *Leading Healthy Change in Our Communities*. Using this leader as a model, identify what makes him or her special; what are this Health Leader's superpowers?
3. Have students choose their own Health Leader, or assign a leader to students. Distribute and read worksheet "What *characteristics* does my health superhero have?" with students, so they can identify their chosen Health Leader's super powers.
4. Students use the My Health Superhero worksheet to depict their chosen Health Leader.

Healthy NewsWorks-provided resources

1. Health superhero characteristic words and worksheet.
2. My health superhero illustration template.

Select CCSS/PA Core ELA Alignment

- CCSS.ELA-LITERACY.R.1.2.1/PA CC 1.2.2.B WHO WHAT WHERE WHEN WHY.
- CCSS.ELA-LITERACY.R.1.2.2/PA CC.1.2.2.A DETERMINE MAIN FOCUS.
- CCSS.ELA-LITERACY.SL.2.5/PA CC.1.5.2.F USE VISUALS TO CLARIFY IDEAS

National Health Standards Alignment

- STANDARD 3: Access health

Objectives for Advanced Health Advocates:

SWBAT:

- Write (and, optionally, act out) a commercial depicting a chosen Health Leader's work.

Advanced Health Advocates activity outline

- Students identify one Health Leader's work, services, or organization.
- Students read provided storyboarding worksheet and use it to create, alone or in groups, a storyboard for a 30-second commercial advertising a Health Leader's center or work.
- Students use the storyboard template to plan (and if desired, perform and/ or film) their commercial.

Healthy NewsWorks-provided resources

1. Steps for making a health commercial.
2. Storyboard worksheet.

Web resource

1. Storyboard templates:
www.jasonohler.com/pdfs/storyboard_template.pdf

Select CCSS/PA Core ELA alignment

- CCSS.ELA-LITERACY.W.6.1/ PA CC.1.4.6.G: WRITE ARGUMENTS
- CCSS.ELA-LITERACY.SL.6.1/ PA CC.1.5.6.A PURPOSEFUL DISCUSSION
- CCSS.ELA-LITERACY.SL.6.6/ PA CC.1.5.6.F ADAPT SPEECH/ USE FORMAL ENGLISH

National Health Standards Alignment

- STANDARD 7: Avoid health risks
- STANDARD 4: Communicate for health