

MEDICAL
PUBLIC SERVICE

ANNOUNCEMENT

(PSA) VIDEO

hosa
IDAHO
future
health
professionals



Create a powerful, creative PSA video on a health topic that educates, promotes prevention or action, and leaves a lasting impact on your audience.

Deadline

Sign up by
July 30, 2025



Out-of-town entries

Mail to Idaho HOSA by
Aug. 15, 2025

No late entries accepted.

All others

Drop off at fairgrounds
Aug. 23, 8–10:30 a.m.
to get your fair entry ticket

Requirements



- ☐ **Length:** 1 to 2 minutes
- ☐ **Topic:** Must focus on a medical or health-related issue (e.g., mental health, substance abuse, nutrition, disease prevention, public health safety, etc.)
- ☐ **Tone:** May be serious, hopeful, or emotionally moving—but must be appropriate and respectful
- ☐ **Facts:** Include at least two credible sources of medical information (cite on screen or at end)
- ☐ **Audience:** Target a general public audience (teens, families, or community)
- ☐ **Credits:** Include group members' names and sources at the end

Reminders

- All content must be school-appropriate
- Any music, video, or images used must be copyright-free
- Practice safe and responsible video recording

Possible topics

- Mental health awareness
- Smoking or vaping dangers
- Hygiene and infection prevention
- Healthy eating and exercise
- CPR or first aid awareness
- Vaccination facts
- Opioid crisis education

POINTS



CRITERIA	EXCELLENT	GOOD	FAIR	POOR
Medical accuracy	Information is 100% accurate, up-to-date, and medically sound.	Mostly accurate with minor errors or outdated facts.	Some inaccuracies or vague explanations.	Major errors or misinformation present.
Clarity of message	Clear, focused message with a strong health call-to-action.	Message is mostly clear, slight confusion or lack of emphasis.	Message is unclear or mixed.	Message is confusing or missing.
Audience awareness	Tailored to the target audience (tone, language, visuals).	Somewhat appropriate for the audience.	Inconsistent or unclear audience focus.	Doesn't consider audience; tone is off.
Creativity and engagement	Highly creative, original approach that grabs attention.	Some creative elements; mostly engaging.	Low creativity; limited engagement.	Uninspired or boring.
Visual quality	High-quality visuals; good use of lighting, framing, and composition.	Generally good visuals, a few technical issues.	Distracting visuals or poor quality.	Low video quality; hard to see/understand.
Audio quality and narration	Clear audio, well-paced narration, or effective dialogue/music.	Audio mostly clear with minor issues.	Muffled, inconsistent, or hard-to-hear audio.	Poor or missing audio; hard to follow.
Use of supporting media	Effective use of graphics, text, statistics, or visuals to support message.	Some helpful visuals or text used.	Limited use of visual support.	Lacks visuals or they do not aid the message.
Length and timing	30 seconds to 2 minutes; stays concise and impactful.	Within time range, slight pacing issues.	Slightly too short/long or feels dragged/rushed.	Way off on timing; lacks structure.
Call To Action (CTA)	Clear, strong CTA (e.g., seek help, prevent something, visit a site, etc.).	CTA is present but not emphasized.	Weak or unclear CTA.	No call to action.
Effort and teamwork (if group)	Clear evidence of planning, scripting, and equal contributions.	Some planning and collaboration.	Unclear who did what; uneven contribution.	Minimal effort; one person did most of the work.



Judging criteria

CATEGORY	POINTS
Medical accuracy	10
Clarity of message	10
Audience awareness	10
Creativity and engagement	10
Visual quality	10
Audio quality and narration	10
Use of supporting media	10
Length and timing	10
Call To Action (CTA)	10
Effort and teamwork	10
Total	100



Prizes and recognition

- Potential placement at the Western Idaho State Fair

