

**TAKE FITNESS TO THE
NEXT LEVEL****Model**

Darnell's uncle has always been active. He walks a lot and enjoys playing racquetball every so often. However, a few weeks ago, he told Darnell that he was interested in doing more to stay in shape. Darnell suggested that bicycling was a good aerobic activity and asked his uncle to join him. They have been having a lot of fun, and both Darnell and his uncle have been feeling better in general since they started.



Practice

Read the following scenario about a teen who wants to help her friend.

Cassie's friend Martina quit the soccer team two months ago. Cassie is worried because she thinks Martina is lonely, and Martina has mentioned that she feels tired more often. Martina says that she didn't really like soccer and felt that she wasn't helping her teammates. Cassie wants to encourage her to take up other activities.

Pretend you are Cassie and write an E-mail to Martina. Explain why Martina should make an effort to stay active. Offer to help Martina and list ways for her to include more physical activity in her life.

Apply/Assess

In a group of three or four students, create a public service announcement (PSA) to encourage people to increase their level of physical activity and/or participate in organized sports.

1. First, identify your audience—the people you will try to convince. For example: (a) your classmates, (b) classmates' parents, or (c) older adults.
2. Brainstorm all of the benefits of physical activity and/or participation in sports. Remember to list the mental/emotional and social benefits as well as the physical ones.
3. Decide which medium will best deliver your message: newspapers, magazines, television, or radio.
4. Think of a slogan that reinforces your message. Now plan the rest of your PSA.



Advocacy

The skill of advocacy asks you to

- take a clear stand on an issue.
- persuade others to make healthy choices.
- be convincing.

Self-Check

- What message does our PSA send about the benefits of physical activity?
- Is our message convincing?
- How is our message designed to reach its intended audience?

