THE CPP AND ME

ACTIVITY

CREATE A PSA



ESTIMATED TIME:
20–30 MINUTES

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YOUR CHALLENGE

Create a short public service announcement (PSA) that answers: "Why should young Canadians care about the CPP?"

Help other young Canadians understand what the CPP is, how it works, and why it matters, even if retirement feels far away.

1. Choose a format

☐ 30–60 second audio or video PSA

☐ One-page poster

☐ 4–6 panel social media carousel or storyboard

☐ **Another format approved by your teacher:**

2. Choose your audience and main message

Who is your PSA for?

What is the one message you want them to remember?

3. Choose two accurate facts

Fact 1:

Fact 2:

Where did you check your facts?

4. End with a clear next step

After seeing my PSA, I want young people to:

Plan Your PSA

Use this checklist to make sure your PSA includes each important part. Then use the space below to plan your message, words, and visuals in a way that works for your chosen format.

☐ A hook that gets the audience's attention

☐ A clear explanation of what the CPP is

☐ A simple explanation of how contributions and long-term investing support the CPP Fund

- ☐ A reason the CPP matters to young Canadians
- ☐ A reminder that the CPP is one part of retirement income
- ☐ At least two accurate facts from the module or an official source
- ☐ A clear next step or call to action

My plan

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