# **PUBLIC HEALTH CAMPAIGN PHASE 3: INSTRUCTIONS & RUBRIC (90 points)**

## **THE FLIER (30 points)**

Upload the flier that you will use if you are selected for phase 4. This can be a one-page handout or a tri-fold flier. A tri-fold flier has three panels, printed front and back (6 panels total). It is more professional looking, but it is also a bit more challenging to create. If you want to use this project to demonstrate your skills and make yourself a more attractive candidate for graduate school and/or employment – then you really ought to embrace this challenge. Your "catchy" message and more detailed health message must be prominent on the flier (regardless of format). The flier should briefly summarize (**often using bullet points**); the benefits of the change and risks if you don't, common excuses why people don't make the change, descriptions of techniques on how to change, contact information for the 3 resources you identified in Phase 2, and motivational statements and/or (real) testimonials. Include a QR code that links to your website. Do not include citations on the flier. Note that your entire flier should look attractive (use graphics/photos) and be informative.

**BOTH messages prominently displayed (1)
Benefits, Risks, Common Excuses, How-to Suggestions, Resources, Motivational Statements/testimonials:
Each of these will be graded on a scale:  not adequate (1)   good (2)  very good (3)  excellent (4)**
**Aesthetics and layout:  poor (1)  good (2)  very good (3)  excellent/professional (4)**
**Included a QR code that links to the student's website (1)**

## **THE POSTER (15 points)**

Upload the 12x18 color poster you will use should you be selected for phase 4 of this project. The poster needs to draw people to it (without offending anyone and using no more than PG-13 graphics). Your "catchy" message and main message both need to be prominent on the poster. The poster must contain information that will motivate people to want to learn more.  So include benefits of making the change and risks if you don't. Do not include citations. Do NOT go overboard with the amount of text. Posters are mostly visual so include graphics/photos. Do not include suggestions for making the change but do include motivational messages.  Include a QR code that will link them to your website. QR codes are quick and easy to produce. Just google it :) I recommend googling to get some examples of professional-level informational/campaign posters.

**a catchy message (1) and the main message are prominently displayed on the poster (1)
benefits & risks:  poor (1)  good (2)  very good (3)  excellent (4)
motivational messages:  poor (1)  good (2)  very good (3)  excellent (4)
poster aesthetics: poor (1)  good (2)  very good (3)  excellent/professional (4)
QR code links to student's website: no (0)  yes (1)**

## **THE WEBSITE (scores out of 30 x 1.5 = 45 points)**

Your website will contain more detailed information than the poster and flier. Your website's main (home) page will have your catchy and detailed health messages (as defined in Phase 2). Make sure the home page has stunning graphics/photos related to the health message and that these graphics/photos are not copyrighted. On your home page, include links to the following pages:

**health benefits, health risks, how to change, resources, further reading**

On each page, include well-written, well-organized information on the topic for that page. This is where you will include the information you submitted for phases 1 and 2. On the "further reading" page you will list the articles you used. For each article, include a one-two sentence description of why/how the article is useful, followed by the full citation and hyperlinks (if available).
Example: "For a detailed listed of tips and tricks to increase water consumption, visit:" article citation follows here

Each page will have a link back to the home page.

**I strongly recommend visiting a website one of my students recently created for this project. I could not have done better**. [See website](https://abbigayleburke32.wixsite.com/my-site).

**Each of your six pages (home + five listed above) will be scored as follows:**

**Content quality (depth & breadth):  poor (1)    good  (2)    very good  (3)    excellent (4)

Aesthetics:  poor (1)    good  (2)    very good  (3)    excellent/professional (4)**

**Overall: spelling/grammar/typos on the website:  some (1) absolutely none (2)**

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