# **PUBLIC HEALTH CAMPAIGN PHASE 1: INSTRUCTIONS & RUBRIC (60 points)**

According to the transtheoretical model, people must be aware and understand that something about their behavior needs to change – else why would they change it? Your job here is to research and present information that 1. Helps the audience to understand what the behavior is and the factors that modulate it, 2. Provides convincing evidence of the gains and losses if the behavior does and does not change respectively, 3. Provides empirical support for the effectiveness of one behavior modification technique, and 4. Provides suggestions and descriptions for three other techniques that can increase/decrease the behavior.

Note:  Not many "A"s will be awarded for this phase. “A” does not mean average. A presentation must truly stand out as exemplary to receive this distinction.

Your team needs to find peer-reviewed sources (a “few” non-peer-reviewed sources are allowed) to answer the questions/objectives below. Do NOT talk about your personal opinions or experiences.

Which health behavior will be the focus of your campaign? That is, what specific healthy behavior are you trying to promote OR what specific unhealthy behavior are you trying to decrease. \_\_\_\_\_\_\_\_\_\_\_

## **BACKGROUND CONTENT (40 points)**

Describe the behavior's effect on health and well-being - whether positive or negative - as reported in the literature.  Go beyond physical health and talk about at least two other dimensions: social, emotional, intellectual, environmental, and/or spiritual as applicable. Cite your sources on each slide where they are discussed. Include at least 3 peer-reviewed sources. **10 points**

Described effect on physical health: 1 = barely    2 = good (average) 3 = very good  
Described effect on other aspects of wellbeing:  1 = barely  2 = good (average) 3 = very good  
Three or more peer-reviewed sources: 3 points  
Brief citations were included on every slide where necessary: 1 point

How much of the behavior is considered ideal, too much, or too little? Cite your sources on each slide where they are discussed. Include at least 2 peer-reviewed sources. **6 points**

Answered the question: 1 = barely    2 = mostly (average)    3 = completely  
Peer-reviewed sources: 2 points  
Brief citations were included on every slide where necessary: 1 point

Describe a peer-reviewed, empirical article that studied an intervention to increase or decrease the target behavior (or a closely related behavior). An empirical article is a paper describing a study where data was collected by the authors to test one or more hypotheses.  An intervention is a formal plan that uses one or more techniques to increase or decrease a behavior.  So you are looking for an article where the authors investigated the techniques used in their intervention by comparing two or more groups of participants: one group using the technique(s) vs. a group that does not (a control group).  Summarize what the authors did and what they found. Cite your source on the slide(s) where you discuss this information. **10 points**

Article met the specifications described above: 0 = no, 3 = yes (so get this right! Ask if you are not sure)  
Described what the authors did:  1 = not adequate    2 = adequate 3 = exemplary  
Described what the authors found: 1= not adequate  2 = adequate 3 = exemplary  
Brief citations were included on every slide where necessary: 1 point

Describe 3 techniques or suggestions (different from those studied in the intervention above) that are believed to help change the behavior. Cite your source on the slide(s) where you discuss this information.  Your sources do not need to be peer-reviewed. **10 points**

Technique 1 description:  minimal (1)  good (2)   very good (3)  
Technique 2 description:   minimal (1)  good (2)   very good (3)  
Technique 3 description:   minimal (1)  good (2)   very good (3)  
Brief citations were included on every slide where necessary: 1 point

**References**

This slide must contain all of the sources you actually used in your presentation. Do NOT include sources you looked at but did not use. Use scribbr.com to create the reference list in APA 7th ed format. **4 points**

Minimally true (1) somewhat true (2) mostly true (3) completely true (4)

## **POWERPOINT ORGANIZATION AND AESTHETICS (10 points)**

Make sure the colors and styles of your slides mesh together well. Hint: I hate drab colors. Fonts should be large and simple. Many images and graphics should be used. Do NOT use complete sentences. Concise bullet points are to be used instead. Use PowerPoint “animations” to bring in the bullet points one at a time.

Your score (0-10) will be based on the extent to which you understood and followed these instructions. Note that “7” is average – you will need to do much more and much better to score higher.

## **PRESENTATION SKILLS (10 points)**

I want you to be professional yet have fun at the same time. Be creative and grab the audience’s attention. Be animated, clear, and concise. If you don’t practice, chances are – I can tell. Be prepared to answer questions from your audience. Your presentation must not exceed 10 minutes with 5 minutes left for Q and A.

Your score (0-10) will be based on the extent to which you understood and followed these instructions. Note that “7” is average – you will need to do much more and much better to score higher.

IMPORTANT: every member of the team must make meaningful contributions to the project!

*"Coming together is a beginning, staying together is progress, and working together is success." – Henry Ford*