# **PUBLIC HEALTH CAMPAIGN PHASE 2: INSTRUCTIONS & RUBRIC (60 points)**

**Which health behavior will be the focus of your campaign?**  \_\_\_\_\_\_\_\_

**Who is your target audience?** Include things like sex, age, geographic location, and any other relevant characteristics.

**description:  lacked sufficient detail (1)  provided good detail (2)  provided excellent detail (3)**

**You now must identify what excuses/obstacles people will likely use to avoid change. Once you know what these are, you can create strategies to overcome them. Similarly, you need to identify what people “have going for them” that will help them to change. Use either the health belief model OR the COM health model to identify variables that might inhibit and facilitate change in your target audience.**

**Which model did you choose? \_\_\_\_\_**

**Describe excuses/obstacles that people will likely use to avoid changing their behavior. Use the same terminology as in the model.**

**If using the HBM, relevant terminology includes: perceived susceptibility to negative health consequences, perceived severity of those negative health consequences, perceived benefits and barriers, demographic variables, socio-psychological variables and cues to action.**

**If using the COM, relevant terminology includes: capability (physical and psychological), opportunity (physical and social environments), and motivation (perceived susceptibility to the negative health consequences, perceived severity of those negative health consequences, perceived benefits and barriers).**

**Described excuses/obstacles: minimally (1) well (2) very well (3) outstanding! (4)**

**Used the same terminology as the model: minimally (1) mostly (2) completely (3)**

**Describe characteristics/demographics in the target audience that can be used to facilitate behavior change. Use the same terminology as in the model.**

**Described facilitators: minimally (1) well (2) very well (3) outstanding! (4)**

**Used the same terminology as the model: minimally (1) mostly (2) completely (3)**

An integral part of a public health message campaign are the suggestions you provide to help your audience change. You researched some of these in phase 1. Now you get to choose which of these and at least 1 new one that you will use in your campaign.

Describe 4 ***different*** things people can do to help them change their behavior. "Different" means **different techniques**, not different examples of the same technique. For example, to decrease the negative effects of stress, you cannot say my techniques are; imagine yourself relaxing at a beach, imagine yourself relaxing in a park, imagine yourself relaxing on a yacht etc...  These are 3 examples of the same technique (i.e. using calming visual imagery to relax the body). Click here for a partial list of [**common behavioral change techniques (Links to an external site.)**](https://drive.google.com/file/d/1ZLtr_ffpiK9kpn4bIJByyWb5HsKYMggd/view?usp=sharing).   
  
Note that some may be appropriate, others not. You can use other techniques not on this list as long as they are established techniques and not ones you invent. Each technique must be simple enough so that no special training is required. It must also be convenient, cheap, and easy, otherwise many people will not do it. Describe each technique/suggestion as it will appear on your campaign website. As such, they must be described at a level your target audience will understand. The techniques must be evidence-based. This means that there is published evidence that the techniques can change behavior, even if that behavior is a little different from the one you are targeting.

**Name, describe, and provide evidence to support technique #1 in the box below.**

**Named the technique (1)   
provided a good description the audience will understand (1)    
technique is appropriate for the behavior (1)  
provided evidence the technique works (1)    
full APA citation was provided (1)**

**Name, describe, and provide evidence to support technique #2 in the box below.**

**Named the technique (1)   
provided a good description the audience will understand (1)    
technique is appropriate for the behavior (1)  
provided evidence the technique works (1)    
full APA citation was provided (1)**

**Name, describe, and provide evidence to support technique #3 in the box below.**

**Named the technique (1)   
provided a good description the audience will understand (1)    
technique is appropriate for the behavior (1)  
provided evidence the technique works (1)    
full APA citation was provided (1)**

**Name, describe, and provide evidence to support technique #4 in the box below.**

**Named the technique (1)   
provided a good description the audience will understand (1)    
technique is appropriate for the behavior (1)  
provided evidence the technique works (1)    
full APA citation was provided (1)**

**Identify one local (SW Utah), one regional (state-level) and one national-level resource people can use to support their behavior change. Each resource must be FREE. For each resource, include contact information and a brief description of the support they provide.**

**Local resource: identified (1)  contact info (1)  free (1)  described (1)  
Regional resource: identified (1)  contact info (1)  free (1)  described (1)  
National resource:   identified (1)  contact info (1)  free (1)  described (1)**

**Provide a ~ short, catchy title that you will use to introduce your message.  e.g. Eating for Two: You and Your Microbes! You can get lots of ideas from the internet, but you may not use something that is currently in use and/or well-known. e.g. "An apple a day keeps the doctor away" - cannot be used.**

**Message is catchy  (2)  and message conveys a general sense of which health behavior is being targeted (2)**

**Following the catchy title is the message itself. In one or two sentences, what is your message? Write this as it will appear on your informational materials.**

**Message is clear, specific, and adequately detailed:**

**minimally (1) mostly (2) completely (3)**

**If you are approved for phase 4 of this project, identify a location where you will a) hang up posters to share your message and b) take two hours of one day to distribute fliers and talk with interested passers-by. FYI: each of you needs to each spend 2 hours engaged in this activity. These need to be fulfilled at a different time of the day or on separate days (i.e. not concurrently)**

**identified where posters will be hung in adequate detail (2)   
  
identified where the in-person event will be held in adequate detail (2)**