

NURS 708: Population Health Promotion Project Grading Rubric

CRITERIA	PTS
<p>COMMUNITY ASSESSMENT – 15%</p> <p>(Community Demographics):</p> <ol style="list-style-type: none"> 1. Description: Present demographic, social, and economic statistics of the target population in a specific geographic area including geographic boundaries. <p>Health Status)</p> <ol style="list-style-type: none"> 2. Health Status: Identify health risk behaviors and the top 3 causes of morbidity and mortality for the targeted population in your area, including incidence and prevalence rates. 3. Significance: Compare local area statistics with those of the State and the United States. 	
<p>POPULATION ASSESSMENT- 25%</p> <p>Analysis of Population/Community</p> <ol style="list-style-type: none"> 1. Population: Conduct a focused review of the literature about what has been found to be effective in addressing the problem in your population. Synthesize significant information concisely. 2. Social Determinants of Health: Analyze environmental factors (biologic, economic, cultural, political, social, and structural) that predispose your population to greater risk, e.g., poverty, poor access to care, etc.) for the identified problem(s). 3. Available resources: List community resources as possible partners for the program or referrals for the population including federal/state safety net providers and professional or consumer advocacy groups. 4. Community concern(s): Identify issues being discussed among residents, leaders, and professionals in existing media and interviews. 	
<p>HEALTH PROMOTION PLAN - 50%</p> <p>Problem/Purpose</p> <ol style="list-style-type: none"> 5. Population Problem/Community Diagnosis: Identify the risk, the population at risk, and contributing factors. 6. Program Purpose: Identify the overall goal of the program relating to contributing factors and describe the proposed program. 7. Desired Outcomes: Identify specific measureable, realistic outcomes with benchmarks and deadlines. 8. Measures: Identify tools you will use to measure the outcomes. 9. Community Partnerships: Identify organizations that could help to address community goals and reduce risk. <p>Concept Map</p> <ol style="list-style-type: none"> 10. Bio-behavioral Theory(s): Create a concept map that shows why the problem exists and persists. <p>Logic Model</p> <ol style="list-style-type: none"> 11. Theory: Use a health behavior planning model to design the steps/phases in your plan. Incorporate health behavior (intrapersonal or interpersonal) theories to guide development of specific strategies. 12. Strategic Plan: Your group may use a logic model to present your plan. It should be very specific with examples of any media you will use in your campaign. <p>Expected Results</p> <ol style="list-style-type: none"> 13. Expected Results: Set up table to display outcome variables. 	
<p>FORMAT – 10%:</p> <p>Wiki or poster is logically organized, creatively presented, readable, and scholarly in style. References are in correct APA format, 6th edition, for scholarly journals, or reports.</p>	