

Public Awareness Campaign Rubric

PUBLIC AWARENESS CAMPAIGN RUBIC	Extensive Evidence	Strong Evidence	Moderate Evidence	Minimal Evidence	No Evidence
<p>Tag Line (15%)</p> <ul style="list-style-type: none"> • Original • Memorable • Captures the core of the message 	<p>Original, memorable and captures the message of campaign</p>	<p>Original thought and is applicable to campaign</p>	<p>Borrowed tag line and is applicable to campaign message</p>	<p>Borrowed tag line</p>	<p>No evidence</p>
<p>Policy Brief (40%)</p> <ul style="list-style-type: none"> • Content other than text • Formatting is easily to follow • Appropriate use of data (most recent data available, original data) • Policy overview • Population and impact • Previous policy initiatives to address the issue • Student recommendation for policy change • References should be included throughout. 	<p>Meets all criteria below:</p> <ul style="list-style-type: none"> • Content other than text • Formatting is easily to follow • Appropriate use of data (most recent data available, original data) • Policy overview • Population and impact • Previous policy initiatives to address the issue • Student recommendation for policy change • References should be included throughout 	<p>Meets 80% of required</p>	<p>Meets 50% of required</p>	<p>Meets <50% of content</p>	<p>Did not do the assignment</p>

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<p>Campaign Strategy (35%)</p> <ul style="list-style-type: none"> Thoughtful identification of media/outreach organizations Inclusion of specific influential policy individuals who can assist the cause Relevant engagement by nursing to move the strategy forward Explanation of target audiences. 	<p>Meets all criteria below:</p> <ul style="list-style-type: none"> Thoughtful identification of media/outreach organizations Inclusion of specific influential policy individuals who can assist the cause Relevant engagement by nursing to move the strategy forward Explanation of target audiences 	<p>Meets 80% of required criteria</p>	<p>Meets 50% of required</p>	<p>Meets <50% of content</p>	<p>Did not do the assignment</p>
<p>APA (10%)</p> <ul style="list-style-type: none"> Accuracy of information presented Proper attribution of sources 	<p>Meets all criteria below:</p> <ul style="list-style-type: none"> Accuracy of information presented Proper attribution of sources 	<p>Meets 80% of required criteria</p>	<p>Meets 50% of required</p>	<p>Meets <50% of content</p>	<p>Did not do the assignment</p>