

12 ATAR Health Studies
Project 1-Advocacy Task

Name: _____

Due Date: _____

Assessment Weighting: 20%

Total Marks available: 60

TASK OVERVIEW:

Your task is to create your own health promotion advocacy campaign which targets one of the health issues being addressed by the five sustainable development goals outlined on the syllabus. You will create 3 media pieces that will work together to advocate for your health issue. These will include a poster, a letter and a podcast. You will also submit a justification document for the campaign.

Please submit all components of the task as an online submission.

PART A: Justification Document

(30 marks)

Write a justification of the advocacy campaign you have chosen by answering the following questions:

1. Describe the health issue. Who does it affect and what is the significance of this health issue?
2. Name your advocacy campaign and justify why the name was selected.
3. Set three overarching goals that you are aiming to achieve with this project.
4. For each of the 3 media pieces, outline the following:
 - The target audience for the piece and why they have been selected.
 - Which advocacy strategy this piece is working in.
 - Can you measure the success of this piece? If so, how would you measure it?

(Your justification should be neatly presented as a typed document)

PART B: Media Pieces

(30 marks)

You need to create three (3) media pieces as outlined below:

1. POSTER (Printable in an A3 size)
2. LETTER (1-2 A4 pages, using full detail where possible)
3. PODCAST (between 8-10 minutes long, submitted in an MP3 format)

Marking Key: Justification Document

| | | | |
|----------------|--|---|---|
| Q1 | <p>3 marks – Highly detailed description of health issue and its significance, communicated clearly and concisely using extensive health language. Data used effectively.</p> <p>2 marks – Detailed description of the health issue and its significance, communicated clearly using a high level of health vocabulary. Data used.</p> <p>1 mark – Health issue is described, mention made to the significance of the issue. No data.</p> | | |
| Q2 | 1 mark – appropriate name of advocacy campaign | | |
| | 2 marks – detailed justification for the name of the campaign. Demonstrates deep consideration. | | |
| | 1 mark – brief justification for the name of campaign. | | |
| Q3 | 2 marks – appropriate and achievable goal for the campaign, uses SMART principle where possible. | | |
| | 1 mark – appropriate goal that lacks specificity or is unrealistic. | | |
| | 2 marks – appropriate and achievable goal for the campaign, uses SMART principle where possible. | | |
| | 1 mark – appropriate goal that lacks specificity or is unrealistic. | | |
| Poster | <p>TARGET AUDIENCE:</p> <p>2 marks – Appropriate target audience selected and clearly outlined, justified concisely using extensive health vocabulary.</p> <p>1 mark – Appropriate target audience selected, justified using sufficient health vocabulary.</p> | <p>ADVOCACY STRATEGY:</p> <p>2 marks – Appropriate advocacy strategy selected and clearly outlined, justified concisely using extensive health vocabulary.</p> <p>1 mark – Appropriate advocacy strategy selected, justified using sufficient health vocabulary.</p> | <p>MEASURING SUCCESS:</p> <p>2 marks – measurability is highly considered and communicated using highly appropriate health language.</p> <p>1 mark – Measurability is vaguely considered using highly appropriate health language.</p> |
| | Letter | <p>TARGET AUDIENCE:</p> <p>2 marks – Appropriate target audience selected and clearly outlined, justified concisely using extensive health vocabulary.</p> <p>1 mark – Appropriate target audience selected, justified using sufficient health vocabulary.</p> | <p>ADVOCACY STRATEGY:</p> <p>2 marks – Appropriate advocacy strategy selected and clearly outlined, justified concisely using extensive health vocabulary.</p> <p>1 mark – Appropriate advocacy strategy selected, justified using sufficient health vocabulary.</p> |
| Podcast | <p>TARGET AUDIENCE:</p> <p>2 marks – Appropriate target audience selected and clearly outlined, justified concisely using extensive health vocabulary.</p> <p>1 mark – Appropriate target audience selected, justified using sufficient health vocabulary.</p> | <p>ADVOCACY STRATEGY:</p> <p>2 marks – Appropriate advocacy strategy selected and clearly outlined, justified concisely using extensive health vocabulary.</p> <p>1 mark – Appropriate advocacy strategy selected, justified using sufficient health vocabulary.</p> | <p>MEASURING SUCCESS:</p> <p>2 marks – measurability is highly considered and communicated using highly appropriate health language.</p> <p>1 mark – Measurability is vaguely considered using highly appropriate health language.</p> |

| Marking Key: Media Pieces | |
|----------------------------------|---|
| Poster | <p>10 marks – evidence of original thought, poster is engaging and captivating. Aligns closely with the overarching goals of the campaign. Consistent with the campaign message. Highly appropriate for the target audience outlined.</p> <p>8 marks – evidence of elements of original thought, poster is engaging and creative. Aligns with the overarching goals of the campaign. Consistent with the campaign message. Appropriate for the target audience outlined. Presented neatly and clearly.</p> <p>6 marks – Elements of creativity and consideration in the poster. Presented neatly and clearly. Aligned with campaign message and mostly appropriate for the target audience.</p> <p>4 marks – Poster is completed, but lacks creativity and effort. Presented neatly. Links to the overarching goals of the campaign and mostly appropriate for the target audience.</p> <p>2 marks– Poster is incomplete and lacks creativity and effort. Some elements of the campaign are included on the poster.</p> |
| Letter | <p>10 marks – evidence of original thought, letter is engaging and captivating. Aligns closely with the overarching goals of the campaign. Consistent with the campaign message. Highly appropriate for the target audience outlined. Health language used is extensive.</p> <p>8 marks – evidence of elements of original thought, letter is engaging and creative. Aligns with the overarching goals of the campaign. Consistent with the campaign message. Appropriate for the target audience outlined. Presented neatly and clearly.</p> <p>6 marks – Elements of creativity and consideration in the letter. Presented neatly and clearly. Aligned with campaign message and mostly appropriate for the target audience.</p> <p>4 marks – Letter is completed, but lacks creativity and effort. Presented neatly. Links to the overarching goals of the campaign and mostly appropriate for the target audience.</p> <p>2 marks– Letter is incomplete and lacks creativity and effort. Some elements of the campaign are included on the letter.</p> |
| Podcast | <p>10 marks – evidence of original thought, podcast is engaging and challenging. Aligns closely with the overarching goals of the campaign. Consistent with the campaign message. Highly appropriate for the target audience outlined. Creativity in presentation is evident. Fits in the timeframe provided.</p> <p>8 marks – evidence of elements of original thought, podcast is engaging and creative. Aligns with the overarching goals of the campaign. Consistent with the campaign message. Appropriate for the target audience outlined. Presented clearly using some creativity. Fits close to the time frame provided.</p> <p>6 marks – Elements of creativity and consideration in the podcast. Presented clearly. Aligned with campaign message and mostly appropriate for the target audience. May not fit in the timeframe provided.</p> <p>4 marks – Podcast is completed, but lacks creativity and effort. Presented neatly. Links to the overarching goals of the campaign and mostly appropriate for the target audience. May not fit the timeframe provided.</p> <p>2 marks– Podcast is incomplete and lacks creativity and effort. Some elements of the campaign are included on the recording.</p> |
| | /30 |