# **PUBLIC HEALTH CAMPAIGN PHASE 1: QUESTIONS & RUBRIC**

Please answer the following questions concisely AND thoroughly.  
Use complete sentences. Watch your grammar and sentence structure.

**If you haven't already, please watch this VIDEO GUIDE for more guidance.**

Which health behavior will be the focus of your campaign? That is, what specific behavior are you trying to promote?

identified the behavior (1)  and described behavior with adequate specificity (1)

Describe your target audience. Include things like sex, age, geographic location etc.

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

To answer the **next two questions (numbers 3 and 4)**, you will need to conduct a mini-literature review. Do NOT quote any of the material - paraphrase instead. For both questions combined, you must have at least 3 sources, 2 of which must be peer-reviewed. Please note that up to 5 points may be deducted from your grade if you do not have the required number/type of articles. Also note: the information you provide for #3 and 4 must come from the published literature, not what you personally think, feel, or believe.  
  
**Click here if you need guidance on how to**[**cite in text (Links to an external site.)**](https://drive.google.com/file/d/1Z9ZfEvdg2c2LHNYlhoGko76gvxrnUzmJ/view?usp=sharing)**(APA style)**  
  
**Click here if you need help**[**citing a complete reference (Links to an external site.)**](https://www.scribbr.com/apa-citation-generator/)**(APA style)**

Why might people be making unhealthy choices in this area? Cite your sources "in-text" and include the full citations at the end of your answer.

described reasons for unhealthy choices:  barely (1)  good  (2)   very good (3)  excellent  (4)  
paraphrased and did not quote (1)  
used in-text citations (1) formatted APA style (.5)            
included full-citations (1)  formatted APA style (.5)

Describe the benefits someone can expect should they successfully change their behavior. These benefits can include a decrease in risk for related conditions. Include benefits/risk reduction in 3 dimensions of well-being (click here for a summary of the [**6 dimensions of wellness (Links to an external site.)**](https://drive.google.com/file/d/1oYA0t1sN6mr63nE-xls0bvRFG9Wh2IvT/view?usp=sharing)).   
Cite your sources "in-text" and include the full citations at the end of your answer.

Described health benefits/risk reduction in dimension 1:  minimally (1)   good (2)  excellent (3)  
Described health benefits/risk reduction in dimension 2:  minimally (1)   good (2)  excellent (3)  
Described health benefits/risk reduction in dimension 3:  minimally (1)   good (2)  excellent (3)  
paraphrased and did not quote (1)  
used in-text citations (1) formatted APA style (.5)            
included full-citations (1) formatted APA style (.5)

**Use the Behavior Change Wheel (COM) model explained in**[**Module 2 (Links to an external site.)**](https://drive.google.com/file/d/1eef5Yp7FMLMBLSz5bQX7l2K8P4NBbZeR/view)**to describe the variables that might inhibit and facilitate change in your target audience.**

## **CAPABILITY:**

Describe physical AND psychological characteristics***of the individuals*** you are targeting that might **get in the way** of behavior change. Do NOT address motivation in this section.  **Click here for**[**guidance on Capability (Links to an external site.)**](https://drive.google.com/file/d/17AlxZ3fwd9IHogkwGjgrLMA32J1gKMLm/view?usp=sharing)**.**

Physical:  ok (1)   very good (2)  excellent (3)   
Psychological:  ok (1)   very good (2)  excellent (3)

## **CAPABILITY:**

Describe physical AND psychological characteristics **of the individuals** you are targeting that might **facilitate** behavior change. Do NOT address motivation in this section.

Physical:  ok (1)   very good (2)  excellent (3)   
Psychological:  ok (1)   very good (2)  excellent (3)

## **OPPORTUNITY:**

Describe Environmental AND Social factors that may be**obstacles** for your target audience. **Click here for guidance on**[**Opportunity (Links to an external site.)**](https://drive.google.com/file/d/1UTVIW3TtId4jnNPQjcTQIBYKYwRcXuxn/view?usp=sharing)**.**

Environmental:  ok (1)   very good (2)  excellent (3)   
Social:   ok (1)   very good (2)  excellent (3)

## **OPPORTUNITY:**

Describe Environmental AND Social factors that may be**facilitators** for your target audience.

Environmental:  ok (1)   very good (2)  excellent (3)   
 Social:  ok (1)   very good (2)  excellent (3)

**MOTIVATION**:

Use ALL 4 individual perceptions outlined in the health belief model (perceived susceptibility, perceived severity, perceived benefits, perceived obstacles) to describe beliefs and attitudes ***specific to the behavior*** that might **interfere with** the behavior change. **Click here for guidance on**[**Motivation (Links to an external site.)**](https://drive.google.com/file/d/1bAovZtrt_BDKWyhT0GggcD_EmLqNm4JI/view?usp=sharing)**and here for guidance on the**[**4 perceptions (Links to an external site.)**](https://drive.google.com/file/d/1Q2VeXKntdmmNL2Iz1MH8i0HSjBnZFn81/view?usp=sharing)**.**

susceptibility:  ok (.5)   very good (1)  excellent (1.5)   
severity:   ok (.5)   very good (1)  excellent (1.5)   
benefits:   ok (.5)   very good (1)  excellent (1.5)   
obstacles:   ok (.5)   very good (1)  excellent (1.5)

**MOTIVATION**:

Use ALL 4 individual perceptions outlined in the health belief model (perceived susceptibility, perceived severity, perceived benefits, perceived obstacles) to describe beliefs and attitudes ***specific to the behavior***that might **help with** the behavior change.

susceptibility:  ok (.5)   very good (1)  excellent (1.5)   
severity:   ok (.5)   very good (1)  excellent (1.5)   
benefits:   ok (.5)   very good (1)  excellent (1.5)   
obstacles:   ok (.5)   very good (1)  excellent (1.5)

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 fairly convenient and easy otherwise many people will not do it. Each technique/suggestion must be described at a level your target audience will understand. They must be evidence-based. This means that there is published evidence that the technique 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, 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 a) contact information and b) a brief description of the support they provide.**

Local resource: identified (.5)  contact info (.5)  free (.5)  described (.5)  
Regional resource: identified (.5)  contact info (.5)  free (.5)  described (.5)  
National resource:   identified (.5)  contact info (.5)  free (.5)  described (.5)

**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  (1)  and message conveys a general sense of which health behavior is being targeted (1)

**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:  mostly true (1)  completely true (2)

**If you are approved for phase 3 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: you can bring a friend for support to the in-person distribution event.**

identified where posters will be hung (1) in detail (.5)  
identified where the in-person event will be held (1) in detail (.5)