

Name _____

Date _____

Evaluation of Water-borne Illness Campaign

This evaluation rubric on the right will help you understand how your water-borne illness public service campaign will be evaluated. Use the rubric to help you make sure you include everything you need in your campaign.

Project Requirements

You are expected to work cooperatively in a group. You must decide how to divide up the tasks, but every person in the group is responsible for handing in his/her own Health and Nutrition Retrieval Chart and Water-Borne Illness Chart. Your campaign will be evaluated on a group basis.

Your campaign must include:

- A 60-second public service announcement for the radio
- A skit to be performed in front of a village
- A series of either posters, storyboards or billboards

The scripts from both the public service announcement and the skit must be handed in.

You will present your campaign to your classmates and to an outside audience by acting out your skit, and expertly reading your public service announcement. Copies of your scripts and graphic work may be sent to an organization working to fight against water-borne illnesses, such as the World Health Organization, the Carter Center, or UNICEF.

Campaign Rubric

Area	Points	Descriptors
Content Accuracy	/25	The students: <ul style="list-style-type: none">• Demonstrated an understanding of the causes of and prevention strategies for the water-borne illness.
Content Depth	/25	The students: <ul style="list-style-type: none">• Displayed sophisticated knowledge of ways in which cultural beliefs, socioeconomic considerations, and other environmental factors within a community influence the health of its members.
Process	/20	The students: <ul style="list-style-type: none">• Completed research on causes and prevention of water-borne illnesses.• Organized information and ideas from multiple sources in systematic ways.• Applied research from a variety of sources to their skit, public service announcement, and visual aid.• Worked with the group to refine ideas.
Presentation and Neatness	/10	The students: <ul style="list-style-type: none">• Performed a polished skit that effectively communicates strategies for preventing water-borne illness.• Played an audible recording of an effective public service announcement.• Presented attractive visual aids with an easily understood message.
Creativity	/5	The students: <ul style="list-style-type: none">• Produced a particularly sophisticated and compelling campaign to fight against water-borne illness.
Total	/100	