

Assignment Grading Rubric

Instructions

Select a current public health issue from the following website:

Source: HealthyPeople.gov. Retrieved from <http://www.healthypeople.gov/>

Conduct a search for programs at the local, state or federal level that are addressing your chosen issue and write a minimum 1200 word paper that:

- Provides an overview of the program.
- Classifies which of the three core functions and ten essential services this program addresses.
- Describes the health education components of the program.
- Identifies the social marketing elements of the program.
- Summarizes information provided to the media regarding the program.
- Addresses how the program deals with cultural competency or health disparities, including cultural and ethical values that impact behaviors as they relate to the public health issue.
- Explains the collaboration between stakeholders for program success.
- Describes health policy recommendations that the program is aiming to develop or could use to advance the program.
- Evaluates the effectiveness of the program through statistics or successes.
- Identifies challenges within the program, including but not limited to reaching the target audience and funding.
- Suggests next steps for the program, such as spin off programs based on the successes, or expansion to other areas of the community, state or nationally.

Requirements

- The paper should be at least 1200 words in length in APA format.
- Include the list of references from the annotated bibliography written during Unit 8, plus any additional supporting sources in APA format.

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To view your graded work, come back to the Dropbox or go to the Gradebook after your instructor has evaluated it. Make sure that you save a copy of your submitted project.

Grading Rubric = 150 points

Assignment Requirements	Points possible	Points earned by student
Chooses an appropriate public health issue.	0–10	
<ul style="list-style-type: none">Provides an overview of the program.Classifies which of the three core functions and ten essential services this program addresses.Describes the health education components of the program.	0–30	
<ul style="list-style-type: none">Identifies the social marketing elements of the program.Summarizes information provided to the media regarding the program.Addresses how the program deals with cultural competency or health disparities.	0–30	
<ul style="list-style-type: none">Explain the collaboration between stakeholders for program success.Describes health policy recommendations that the program is aiming to develop or could use to advance the program.	0–30	
<ul style="list-style-type: none">Evaluates the effectiveness of the program through statistics or successes.Identifies challenges within the program, including but not limited to reaching the target audience and funding.Suggests next steps for the program, such as spin off programs based on the successes, or expansion to other areas of the community, state or nationally.	0–30	
Meets length requirements	0–20	
Total (Sum of all points)	0–150	
Points deducted for spelling, grammar, and/or APA errors. (See Writing Deductions Rubric in Doc Sharing)		