

## Public Awareness Campaign : Health PSA

Name(s):

Topic:

Target Audience:

Technique:

Solutions:

Data:

CATEGORY	4	3	2	1
Topic/Issue	Students create an original, accurate and interesting PSA that adequately addresses the issue.	Students create an accurate PSA that adequately addresses the issue.	Students create an accurate PSA but it does not adequately address the issue.	The PSA is not accurate.
Target Audience	Students PSA clearly identifies a target audience and is appropriate for that audience.	Students PSA identifies a target audience and is appropriate for that audience.	Students PSA does not both identify a target audience and is appropriate for that audience.	Students PSA does not identify a target audience and is not appropriate for an audience.
Technique	Students PSA uses technique in an exceptional way.	Students PSA uses technique in an effective way.	Students PSA uses technique in a limited way.	Students PSA does not use a technique.
Solutions	Students PSA exceptionally educate or challenges/ encourages change.	Students PSA educate or challenges/ encourages change.	Students PSA is limited in education or challenging/encouraging change.	Students PSA does not educate or challenges/encourages change.
Research/Statistical Data	Students include high-quality examples or pieces of data to support their campaign.	Students include adequate examples or pieces of data to support their campaign.	Students include some examples or piece of data to support their campaign.	Students include no examples or piece of data to support their campaign.

