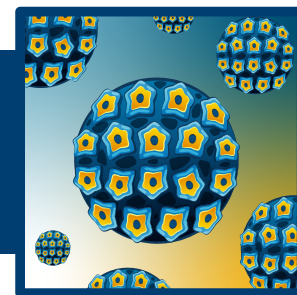


## Processing Out Rubric

### UNIT: GOING VIRAL!

### LESSON 2: PUBLIC HEALTH: IT'S A PROCESS!

### Activity 2B: A Committee on a Mission



## Infographic/Public Health Announcement Rubric

### Targeted Community:

CRITERIA	Excellent (4)	Proficient (3)	Developing (2)	Beginning (1)	Subtotals
<b>Accuracy of Viral Cycle</b>	Accurately includes all major steps from entry to potential carcinogenesis in the viral cycle.	Minor inaccuracies and/or missing one stage of the viral cycle.	Missing two or more stages of the viral cycle and/or unclear progression of viral cycle.	Viral cycle missing multiple steps or not correctly presented.	
<b>Community Risk Assessment</b>	Insightful analysis of the target community using multiple demographic factors (e.g., access, culture, vaccination rates).	General analysis includes only 2 demographic factors but uses these factors effectively.	Limited or surface-level assessment of community risk.	Risk assessment is vague or missing.	
<b>Communication Strategy</b>	Creative, culturally relevant, and clearly tailored to the target audience; medium, tone, and language are highly effective.	Medium and tone are appropriate for targeted audience and somewhat creatively address cultural relevance.	Communication strategy may be questionable to effectively address the needs of the targeted audience.	Communication strategy is not appropriate for targeted audiences' location or population composition.	
<b>Scientific Explanation</b>	Provides multiple approaches including data to promote understanding of scientific concepts using accurate terms and concise explanations.	Provides several approaches with some data. Accurate scientific terms are used with some explanations.	Relies on one or two approaches which include minimal or no data. The scientific terms used lack sufficient explanation for targeted audience.	Incorrect usage or lack of scientific terms. No data provided and no clear approach to effectively inform targeted audience.	
<b>Recommendations &amp; Policy Ideas</b>	Proposes actionable, community-specific recommendations and policies (e.g., vaccination programs, education outreach and funding).	Includes at least one realistic recommendation and/or policy idea (e.g., vaccination programs, education outreach or funding).	General or vague policy suggestions which lack specificity for implementation for the community.	Recommendations are not realistic for the community.	
<b>Visual Design and Clarity</b>	Infographic is clear, legible, well-organized, visually appealing, and free of grammar/spelling mistakes.	Mostly clear; minor organization issues, little to no grammar/spelling errors.	Lacks clarity or organization; design makes accessing information difficult, contains many grammar/spelling errors.	Confusing or difficult to interpret, illegible with many mistakes.	

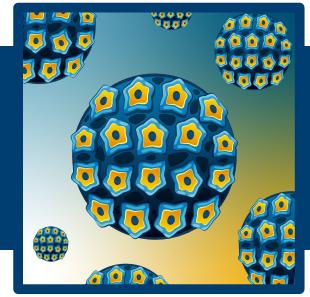
### MIDDLE & HIGH SCHOOL LEVEL

# Processing Out Rubric

## UNIT: GOING VIRAL!

### LESSON 2: PUBLIC HEALTH: IT'S A PROCESS!

#### *Activity 2B: A Committee on a Mission*



CRITERIA	Excellent (4)	Proficient (3)	Developing (2)	Beginning (1)	Subtotals
<b>Total Point</b>					
<b>Infographic/Poster Presentation Feedback:</b>					