

Public Health Media Ad Assignment Rubric

Instructions: For this assignment, you will create a culturally responsive media ad (Infographic, PowerPoint presentation, video, blog post, etc.) that advocates for the alleviation of a chronic health issue in a selected population. In addition to the media ad, you will provide key information relating to your target demographic including: identification of topic, plan for marketing, and description of the target population.

Key Information	Criteria	Evidence (5 points)		No Evidence (0 points)		Score
	Selection of Topic	Health topic selected		No topic selected		5
	Marketing Plan	Marketing plan provided		No plan for marketing provided		5
	Target Population Description	Target population described		Target population not provided nor described		5
Media Ad	Criteria	Excellent (7-8 points)	Good (5-6 points)	Fair (3-4 points)	Needs Improvement (0-2 points)	Score
	Creativity and Originality of Concept	The concept demonstrates exceptional creativity and originality, effectively capturing attention and engaging the audience.	The concept demonstrates creativity and originality, effectively engaging the audience.	The concept demonstrates some creativity and originality but lacks uniqueness or innovation.	The concept lacks creativity and originality, failing to engage the audience effectively.	5
	Clarity of Health Message	The health message is exceptionally clear, concise, and easily understandable to the target population. It effectively communicates the	The health message is clear and understandable to the target population. It effectively communicates the importance of the health issue and suggests actions to address it.	The health message is somewhat clear but may contain minor ambiguities or complexities that could confuse the target population. It adequately communicates the importance of the	The health message is unclear, confusing, or difficult to understand for the target population. It fails to effectively communicate the importance of the health issue and suggest actions to address it.	5

		importance of the health issue and potential actions to address it.		health issue and suggests actions to address it.		
	Relevance to Target Audience	The campaign is highly tailored to the target audience, effectively resonating with their demographics, behaviors, and interests.	The campaign is mostly tailored to the target audience, resonating with their demographics, behaviors, and interests.	The campaign shows some consideration for the target audience but may not fully resonate with their demographics, behaviors, and interests.	The campaign does not effectively consider the target audience, failing to resonate with their demographics, behaviors, and interests.	5
	Quality of Content Production	The content production is of exceptional quality, demonstrating professional-level execution in writing, design, audio, or video.	The content production is of good quality, demonstrating competence in writing, design, audio, or video.	The content production is of acceptable quality but may have some flaws or inconsistencies in writing, design, audio, or video.	The content production is of poor quality, with significant flaws or inconsistencies in writing, design, audio, or video.	5
	Actionability and Call to Action	The health promotion campaign provides clear and actionable steps for the target population to take in response to the health issue. It includes a compelling call to action that motivates	The health promotion campaign provides actionable steps for the target population to take in response to the health issue. It includes a call to action that encourages individuals to make positive changes.	The health promotion campaign provides somewhat actionable steps for the target population to take in response to the health issue. It includes a call to action that suggests potential changes.	The health promotion campaign lacks actionable steps for the target population to take in response to the health issue. It includes a weak or absent call to action that fails to motivate individuals effectively.	5

		individuals to make positive changes				
Total Score						55