

Appendix A

Course#: DNP 705 Health Communication

Signature Assignment: Proactive Health Communication Campaign

Total Points: 300

Overview

This course aligns with the Program Learning Outcome 8: Advanced Practice Nursing at the practice level (American Association of Colleges of Nursing VIII) and meets the following Course Learning Objectives.

Course Learning Objective 4: Critique decision-making processes involved in health risk and crisis communication; Course Learning Objective 5: Deconstruct social perceptions of health, demonstrating awareness of the cultural meaning of health and health promotion communication; Course Learning Objective 6: Create a health communication campaign

Be sure to review all rubric criteria prior to submitting your assignment.

Directions

Purpose:

Through the use of scholarly formats and multimedia, the student will create a Proactive Health Communication Campaign highlighting communication methods for a specific health topic. Health Communication Campaigns are used locally and globally to bring attention to health issues, along with a call to action. Development and implementation of health communication campaigns are examples of DNP Essentials.

The Proactive Health Communication Campaign allows you to address a population and health issue; then summarize and highlight how you could use multimedia methods to communicate the health issue and engage the population in your solution. While content is important, the primary focus here is **how** health messages can be communicated in a way that engages the audience. *This is not a paper*, it is a narrated video presentation highlighting different ways of getting your message out. The plan does not have to be implemented.

This “Health Campaign of the Week” features Safe Sleep for Babies, a CDC website with great examples of how one campaign encompasses many methods: <https://www.cdc.gov/vitalsigns/safesleep/>

Step 1: Choose the tools to create your narrated video presentation i.e. Prezi, Powerpoint, You Tube, Screencast-o-matic, Google Slides etc.

Step 2: Create your presentation:

- a. Title Slide: name, title, course, date.
- b. Introduce your topic. Give an overview of the “agenda” of the presentation.
- c. Describe a county and a subpopulation that is considered at risk. See <http://www.countyhealthrankings.org/using-the-rankings-data/exploring-the-data#peer>
- d. Describe, in detail, the health risks, health crisis, or health promotion issues you will address in your plan. This should answer the questions “What is happening” and “Why is this campaign important?” This is not an overview of disease processes.
- e. Apply your health theory or concept – be specific on how the theory is used in approaching the health issue. Why is this a good theoretical approach?
- f. Describe in detail your multimedia presentation/campaign that addresses the health issue or issues. Give examples of the different multimedia approaches you would use, and describe them. You must describe and discuss all materials and attachments in the presentation. You may include photos, give links, or attach copies of your multimedia examples.
- g. Include a resources slide with additional information.
- h. Mechanics: Format and APA references. Presentation works, has audio, clear delivery. Length: 10 minutes maximum

Step 3: Record your presentation i.e. i.e. Zoom, Kaltura, You Tube. Be sure to double check your privacy/permissions for viewers so anyone with the link can view it.

Step 4: Upload the link to your Proactive Health Communication Plan video to **Live Text:** <https://www.livetext.com/>

Resources in Blackboard:

- o Tutorials for using Zoom are in the Blackboard course landing page, under the Course Materials Tab
- o Tutorials for using Kaltura are also in Blackboard, located below the weekly assignments tabs.

Format

The final deliverable will be a narrated video presentation. Record your presentation i.e. Zoom, Kaltura, You Tube, Screencast-o-matic, Prezi. Length: 10 minutes maximum. Please use proper APA Standards formatting and referencing. Submit your video to LiveText no later than Sunday by midnight and refer to the rubric for grading expectations.

Rubric

Learning Outcome(s)	Criteria	Exemplary 4	Proficient 3	Developing 2	Emerging 1	Not Complete 0
CLO 4	Identifies at-risk population and subpopulation 10 points 40/300	40 Clear documentation and statement of at-risk group. Visuals include charts, graphics, as well as images.	30 Clear documentation and statement of at-risk group, but some minor elements missing.	20 Adequate documentation and statement of at-risk group, but key elements missing.	10 Inadequate documentation and statement of at-risk group, and key elements	0 Criteria is incomplete or not addressed
CLO 5	Health risks, crisis or issue 10 points 40/300	40 Comprehensive and clear explanation of a health risk, crisis, or issues. Includes data and rationale for campaign. Includes graphs, charts or other visual elements.	30 Clear explanation but minor elements missing.	20 Adequate explanation but key elements missing	10 Inadequate explanation and key elements missing	0 Criteria is incomplete or not addressed

CLO 5	Health communication theory, approach, or concept. 25 Points 100/300	100 Comprehensive and detailed presentation of theory or concept that is relevant to the topic and the at-risk population. Theory is clearly applied to the approach of communicating the message.	75 Clear presentation of theories and concepts that are relevant to the topic and the at-risk population. Theory is not clearly applied to the approach of communicating the message.	50 Presentation of theories and concepts not clearly presented or relevance to the at-risk population not clearly demonstrated	25 Presentation of theories and concepts not existent and/or irrelevant to the at-risk population	0 Criteria is incomplete or not addressed
CLO 6	Overview video describes the proposed Health Promotion/Crisis Communication Plan 25 Points 100/300	100 Comprehensive and coherent campaign effectively describes use of multimedia and multiple ways to communicate the message. Specific examples and links are given and illustrated with graphics, images, charts, links etc. Resources for additional information are given.	75 Well-reasoned campaign describes use of multimedia and some ways to communicate the message. Specific examples are given. Resources are included.	50 Adequate campaign but key elements missing.	25 Inadequate campaign and key elements missing	0 Criteria is incomplete or not addressed