



Group Campaign Plan

Your team's task is to develop a public awareness campaign based on your understanding of viruses, microbial evolution, vaccines, and public health. Use your individual research to develop a presentation to the class that addresses the following three questions:

(1) From an evolutionary perspective, should the United States be concerned about bird flu? Why or why not?

Sub-Questions/Answers	Supporting Facts

(2) Given the state of the federal budget, do you think we should spend a lot of money to stockpile a vaccine? Which segment of the population should be accounted for in stockpiling the H5N1 vaccine?

Sub-Questions/Answers	Supporting Facts

(3) According to the federal government's plan, money should be directed to training medical personnel, improving disease surveillance and testing, and developing preparedness plans. Do you agree that this how the money should be spent?

Sub-Questions/Answers	Supporting Facts

After you are finished answering the questions above, choose *one* of the public awareness campaign options and then convince your classmates that the material you present is appropriate. Remember, you are either warning them about the looming threat, or calming their nerves about a worrisome potential danger. Based on your choice of a campaign plan, you must identify for yourselves and your teacher who you are representing and who your audience is.

Public Awareness Campaign Plan Option	
What's the name of your Group?	
Who are you representing?	
Who is your target audience?	
Where are you presenting?	
What awareness tools will you use to spread your message?	
What are the details of your campaign plan?	

Bird Flu Public Awareness Campaign Options

- § *Bird Flu Safety and Awareness Kit*
- § *Public Service Announcement (PSA) video educating people about bird flu*
- § *A public spaces ad campaign that educates people about bird flu*
- § *A community action plan addressing the potential threat that identifies which information would be disseminated and through which means*
- § *A lobbying action plan, presented to Congress and ultimately the President about what the nation should be doing about bird flu (taking into consideration what has been done so far and your opinions about it)*
- § *Any other ideas you may have, provided you obtain your teacher's approval*

Once you have decided upon your team's campaign strategy above, choose at least three of the awareness tools listed below to include in your final presentation to the public. These are common ways through which groups disseminate information about their cause to the general public.

You must include at least **three** of the following awareness tools in your final presentation (all of which you are designing on your own):

1. Tri-fold informational poster
2. Magazine article
3. Ad jingle
4. Mural/artwork highlighting your perspective
5. Some sort of public awareness keepsake (wristbands, ribbons, etc.) with info card
6. Copy of verbal or written speech given by someone in your group
7. An outline of an event that your group is planning, including details of what you will be doing
8. Homepage for your groups' website
9. Radio advertisement
10. Other ideas approved by your teacher

These check points will ensure you complete your work in time.



Check Point Outline (fill in the correct dates that your teacher assigns for deadlines):

- _____ Determined group position and campaign idea as related to group question one
- _____ *****Collected data to be used in support of your argument (individual assignments)**
- _____ Developed detailed story board, script, and outline for your campaign (this includes: exactly what you will present in class, as well as assignments for each group member, and three components you will incorporate from the awareness tools portion of the assignment)
- _____ Present final campaign plan to the class (Your campaign should take no more than 5 minutes to present)

Rubric

	6	4	2	1
Timing	Expertly timed and paced images and info that riveted the audience's interest	Well-timed, audience was mostly attentive and interested	Timing was O.K. Some gaps & rough spots. Audience quickly tuned out.	Dragged, had gaps and did not fulfill time requirement – too short or too long
Relatedness to Natural Selection (multiply by 1.5 for total points in this section)	Clear, detailed explanation of how bird flu virus is being impacted by natural selection	Somewhat clear explanation of how bird flu virus is being impacted by natural selection	Explanation unclear, steps missing, few people understood link	Not clear what the link is, most did not understand the link
Persuasiveness	Many persuasive arguments and info	Moderately persuasive	Few persuasive arguments or info	Little if any persuasion or info
Content	<i>Fully and effectively</i> incorporates all of the pieces of information in the asterisked (***) and boxed portion above	<i>Partially and effectively</i> incorporates all of the pieces of information in the asterisked (***) and boxed portion above	<i>Partially and ineffectively</i> incorporates all of the pieces of information in the asterisked (***) and boxed portion above	<i>Fails</i> to incorporate all of the pieces of information in the asterisked (***) and boxed portion above
Originality	Creative, thoughtful, no other campaign quite like it	Fairly creative and original, stood out from most other campaigns	Few creative elements or unique ideas, did not stand out	Got lost in the crowd, little evidence of forethought or creative ideas
Overall effort and effectiveness	Audience was engaged and entertained by a campaign that took a lot of effort to produce and that fully incorporates your position statement throughout the entire presentation	Most audience members were engaged by a campaign that took an average amount of effort and that fully incorporates your position statement throughout the majority of presentation	Audience only partially tuned in to a campaign that was hastily put together and that partially incorporates your position statement throughout the majority of the presentation	Audience not engaged in campaign, little or no effort displayed and that poorly incorporates your position statement throughout the majority of the presentation
Sources Cited	All of your sources of information were trustworthy and cited in MLA format	Most of your sources weretrustworthy; were/were not cited in MLA format	Most of your sources weren't trustworthy and were cited, but not in MLA format	Most of your sources weren't trustworthy and were not cited at all or were not in MLA format

Total Points: _____/45