

CHE 300 Milestone Two Guidelines and Rubric

Overview: The final project for this course is the creation of an educational health newsletter. The final product represents an authentic demonstration of competency because you will submit one newsletter that is just for your target population and one annotated newsletter that justifies your reasoning for providing certain images, facts, and educational materials that will support the population to make a healthy change. The final project is due in Module Seven.

Prompt: In Milestone Two, you will submit one goal and two SMART objectives for your chosen topic and population. Be sure to incorporate the feedback you received from your peers in the small group collaboration discussion in the previous module.

Specifically, the following **critical elements** must be addressed:

Newsletter

I. Newsletter

- C. **SMART Goals:** Create SMART goals for the target audience that will help to guide changes in health behavior and be useful in measuring the issue's improvement or changes over time. For example, if your health issue is smoking, one of your SMART goals might be for the target audience to buy one pack of cigarettes per week instead of two packs.

Annotated Newsletter

V. **Goals:** Annotations regarding goals should be located with the goals in your newsletter.

- A. **SMART:** Explain how the goals in the newsletter are SMART goals, supporting your claims with evidence. For example, explain how the goals are measurable goals for the target audience.
- B. **Justify Goals:** Explain why the SMART goals used in the newsletter are appropriate for the specific audience and intent of the newsletter and would help in measuring changes and knowledge of the target audience, supporting your claims with evidence. For example, your goal may have been for the audience to decrease the number of cigarette packs smoked in one day, which will provide a point for researching behavior changes in the population; this goal may have been substantiated by a study conducted by the American Lung Association.

Guidelines for Submission: Submit your goals and SMART objectives in a Word document. Include a short paragraph under the goal and SMART objectives, justifying each one. Use double spacing, 12-point Times New Roman font, and one-inch margins.

Rubric

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Newsletter: SMART Goals	Meets “Proficient” criteria and SMART goals are especially well aligned to the issue and target audience	Creates SMART goals for the target audience that will help to guide changes in health behavior and be useful in measuring changes over time	Creates SMART goals for the target audience but goals are unlikely to help guide changes in health behavior or be useful in measuring changes over time	Does not create SMART goals for the target audience	30
Goals: SMART	Meets “Proficient” criteria and the use of evidence demonstrates keen insight into formulating SMART goals for measuring changes in behavior or knowledge in health education	Explains how the goals in the newsletter are SMART goals, supporting claims with evidence	Explains how the goals in the newsletter are SMART goals but with gaps in detail, accuracy, or support	Does not explain how the goals in the newsletter are SMART goals	30
Goals: Justify Goals	Meets “Proficient” criteria and the use of evidence demonstrates keen insight into the needs of the target audience to appropriately tailor SMART goals for measuring changes in behavior or knowledge of community health	Explains why the SMART goals used in the newsletter are appropriate for the specific audience and intent, supporting claims evidence	Explains why the SMART goals used in the newsletter are appropriate for the specific audience and intent but with gaps in detail, accuracy, or support	Does not explain why the SMART goals used in the newsletter are appropriate for the specific audience and intent	30
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total					100%