

## Respect in My School Community - Campaign

**Directions :** Work independently or with your group to create a plan for a communication strategy or a tool that can be used to encourage incoming freshmen and new students to show respect for all peers, regardless of differences in sexuality. Complete the questions below to begin planning the campaign. Be sure to:

- Identify a clear health-enhancing message for the campaign
- Design a strategy or tool that appeals to the target audience

1. The goal of our “Respect in My School Community” campaign is to:
  - ☐ Encourage students to continue to do things that show respect for all peers, regardless of differences in sexuality
  - ☐ Encourage students to show respect for all peers, regardless of differences in sexuality, by sharing the importance of respect for all and offering a solution to the problems identified
2. Our target audience for the campaign is:
3. Our groups’ health-enhancing message(s) for the advocacy campaign is:
4. Why will your health-enhancing message(s) appeal to your audience?
5. How will your campaign encourage your audience to respect all peers, regardless of sexuality differences?
6. The method for relaying our health-enhancing message to the target audience is:

<input type="checkbox"/> Bookmark	<input type="checkbox"/> Page on School Website
<input type="checkbox"/> Information Pamphlet/Brochure	<input type="checkbox"/> Banner to Hang in School
<input type="checkbox"/> Series of Daily Announcements	<input type="checkbox"/> Other (Must be Approved by Teacher)
<input type="checkbox"/> Article in School Newspaper	
7. Create an implementation plan for your method of relaying the health-enhancing message:
8. Create a minimum of 3 talking points that could be used to advocate for your campaign to your school’s administration. (Be sure to include specific information learned in class in relation to the benefits of respecting others with differing qualities -or the health risks of not doing so).

### Assignment Rubric

Criteria	4	3	2	1
<b>Health-Enhancing Position</b>	Extremely clear, health-enhancing position	Generally clear, health-enhancing position	Unclear or conflicting positions.	No position stated, OR position is not health-enhancing.
<b>Support for Position</b>	Thoroughly supports position using relevant and accurate facts, concepts, examples, and evidence.	Adequately supports position using facts, concepts, examples, and evidence; support may be incomplete and/or contain minor inaccuracies.	Inadequately supports position. Facts, concepts, examples, or evidence used contain significant inaccuracies and/or have little relevance.	No accurate or relevant support for position is provided.
<b>Audience Awareness</b>	Strong awareness of the target audience (e.g., their background, perspective, interests).  Plan for word choice, tone, examples, graphics, etc., are well suited to target audience.	Awareness of audience is evident.  Plan for word choice, tone, examples, graphics, etc., are appropriate for the target audience.	Some awareness of audience may be evident  Plan for word choice, tone, examples, graphics, etc., are not always appropriate for the target audience.	No evidence of audience awareness.  Plan for word choice, tone, examples, graphics, etc., are not appropriate for the audience.