WTN Youth Science Contest - Science Communication Track

Purpose: Understand what public health data is available and use it to solve problems.
Required Criteria:

- Uses WTN data in project
- Bibliography in APA format
- Citations in APA format
- Reflection: A separate document or section of your project that provides a discussion of the process of your project, including:
  o A brief description summarizing your process
  o Barriers and challenges you experienced over the course of the project.
  o Influences on your work and thinking (i.e., people, media, readings, etc.).
  o Support you received throughout the project.
  o A lesson you learned that can be used in future lived-experiences

Note: Creative project formats are welcome, and that might make including all relevant aspects of the contest directly in the project difficult. You may attach a supplemental paper that includes any aspects that do not fit into your science communication project. For example, if you write a song, the lyrics do not have to discuss your audience selection, but you should include that in a supplemental document.

Student(s) Names: _____
Project Title: _____

Project Content		
Approaching Expectation (1)	Meets Expectation (2)	Exceeds Expectation (3)
	Audience: Defines the audience they are wanting to communicate with, as well as factors for effective communication with this audience. • Identifies the group or population (i.e., peers, parents, the school board, etc.) • Identifies unique communication approaches or needs for this group (i.e., language level, medium, etc.)	
	Problem identification: Defines a problem they are trying to solve, or topic that people should be more aware of, using WTN data.	

	• Selects a health issue that can be identified, discussed, or supported with WTN data • Identifies why this issue is relevant to the target audience • Identifies communication goal related to health issue and target audience Note: WTN data does not have to be included in the message itself but must be used to justify the selection of the topic for the audience.	
	Message: Crafts a message targeted to the defined audience about the chosen issue. • The message is relevant to the target audience. • Easy to understand for your target audience. • Highlights the important facts or actions that people can take.	
Impact		
	Efficacy of Communication: Product is likely to impact the audience in a way that lead to increased awareness or behavioral change. • Demonstrate alignment of message, medium, and audience, etc. • Crafts message using words and/or images that create emotional reaction (urgency, hope, concern, etc.) and/or data visualizations that clearly show information in a way that is relevant to the audience	
	Significance: Student clearly defines why topic has a health impact or social significance.	

	Claims are based on the data/evidence and the reasoning they provide.	
	Equity: Provides a discussion of the equity impact of their project and demonstrates an understanding of the equity issues surrounding their project.	
Presentation		
	Format: Format of the project presentation suits the information presented. • Information is easy to understand • Amount of information is appropriate for the medium • Uses data visualizations, if goal is increasing awareness	
	Organization: Content is well organized using headings, bulleted lists, or clear sections of video presentation to group related material. • Accurate APA Citation • Accurate, complete bibliography • Headings and sections that are coherent	
	Diagrams & Illustrations: Diagrams and illustrations are accurate and add to the audience's understanding of the topic. • Data visualizations are labeled • Data visualizations are designed to not distort information • Graphics are relevant to the message and the audience	