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| **Public Awareness Campaign : We Can Make A Difference** | | | | |
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| Teacher Name: **Ms. Sutherland** | |  | | |
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| Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | |  |
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| CATEGORY | 4 | 3 | 2 | 1 |
| Brainstorming - Solutions | Students identify more than 4 reasonable, insightful possible solutions/strategies to encourage change. | Students identify at least 4 reasonable, insightful possible solutions/strategies to encourage change. | Students identify at least 3 reasonable, insightful possible solutions/strategies to encourage change. | Students identify fewer than 3 reasonable, insightful possible solutions/strategies to encourage change. |
| Research/Statistical Data | Students include 4 or more high-quality examples or pieces of data to support their campaign. | Students include at least 3 high-quality examples or pieces of data to support their campaign. | Students include at least 2 high-quality examples or pieces of data to support their campaign. | Students include fewer than 2 high-quality examples or pieces of data to support their campaign. |
| Campaign/Product | Students create an original, applicable and interesting product that adequately addresses the issue. | Students create an applicable product that adequately addresses the issue. | Students create an applicable product but it does not adequately address the issue. | The product is not applicable |
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