AOHS Health Careers Exploration

Lesson 16

Project Presentation and Course Closure

Student Resources

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| Resource | Description |
| Student Resource 16.1 | Assignment Sheet: Planning Your Pitch |
| Student Resource 16.2 | Feedback Form: Culminating Project Pamphlets |

Student Resource 16.1

Assignment: Planning Your Pitch

Student Names:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_

Directions: A pitch is a short, persuasive speech that encourages the audience to take a specific action. For your culminating project pitch, you want to persuade public health agents and medical workers to make your pamphlet available to their patients.

Use this worksheet to help you plan your pitch. First, answer the questions to help you think about the things you might say in your pitch. Then write out a draft of the pitch and decide what each group member will say. Before you begin, read through all of the instructions on this worksheet, and read the assessment criteria at the end of the worksheet to make sure you understand how your work will be assessed.

Thinking Questions

1. What is the purpose of your pamphlet? Who is its intended audience?
2. Why should a medical practice or public health office use your pamphlet? Why does your target audience need this pamphlet?
3. How will your pamphlet help a patient diagnosed with this disease or medical condition?
4. What are the highlights or best features of your pamphlet? List at least two.
5. What makes your pamphlet unique? Why is it the best pamphlet medical practices/public health offices can use on this topic?

Draft of Your Pitch

Use the following guidelines to organize your pitch:

* Introductory Statement (Questions 1 and 2)
* Highlights/Best Qualities of Your Pamphlet (Questions 3 and 4)
* Closing Summary (Question 5)

Your goal should be to explain what the pamphlet is, emphasize some of its key selling points/best features, and then finish with a strong statement about why a medical practice or public health office should choose your pamphlet to serve its patients’ needs.

Using your answers to the questions on the previous page to help you, write a draft of your pitch below.

Our Introductory Statement

Highlights/Best-Qualities Section

Closing Summary

Planning to Deliver the Pitch

Everyone in your group needs to participate in pitching your pamphlet. You might want to assign one person to introduce the pamphlet, two group members to share the highlight or quality they like best about the pamphlet, and one person to deliver the final pitch. Depending on the size of the group, one person might do both the introduction and final pitch. Use the chart below to help you decide who will say what. Make sure your notes are clear so group members don’t repeat something that was already said. An example is provided.

|  |  |
| --- | --- |
| Parts of Pitch | Group Member Who Will Speak |
| Introduction |  |
| First Highlight |  |
| Second Highlight |  |
| Third Highlight (optional) |  |
| Closing Summary |  |

Make sure your pitch meets or exceeds the following assessment criteria:

* The pitch clearly explains the purpose of the pamphlet, including the disease or medical condition it addresses and the target audience.
* The pitch identifies realistic and appropriate highlights or best qualities of the pamphlet.
* The pitch makes a strong argument for why a medical practice or public health office should use this pamphlet.
* The pitch is concise, not repetitive, and follows the appropriate structure of introduction, best qualities, and final sales pitch.
* The pitch is delivered effectively: group members speak clearly and at an appropriate volume, and they maintain eye contact with the audience.

Student Resource 16.2

Feedback Form: Culminating Project Pamphlet

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**Disease/Medical Condition Addressed in Pamphlet:**

Group member names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you were a patient with this disease/condition, what do you think you would find most helpful about this pamphlet?

If you were a medical professional treating people with this disease/condition, would you give this brochure to your patients? Why or why not?

What did you especially like about this pamphlet?

What is one thing you think could be improved?

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**Disease/Medical Condition Addressed in Pamphlet:**

Group member names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you were a patient with this disease/condition, what do you think you would find most helpful about this pamphlet?

If you were a medical professional treating people with this disease/condition, would you give this brochure to your patients? Why or why not?

What did you especially like about this pamphlet?

What is one thing you think could be improved?