Student Resource 4.5

Writing Assignment: Public Health Flyer

Directions: Follow the instructions below to research a public health topic, and then create a flyer about the topic. Make sure you read and understand the assessment criteria at the end of this resource before you begin to work.

1. Follow your teacher's instructions to choose one of the following topics for your flyer:
   * Staying safe at your office job
   * Protecting your children during flu season
   * Eating right during pregnancy
   * The consequences of drinking and driving
   * What to do during Spare the Air days
   * Seat belts save lives
   * Cutting sugar from your diet
2. Before you start working, consider the following specifications for your flyer:
   * The layout must be one side of an 8.5" x 11" page.
   * The flyer must include at least one image, illustration, or chart.
3. Pick a target audience for your flyer. Who do you want to reach? Think about the age, the gender, the family situation, and the ethnicity of your audience. Write a description of your target audience here:
4. Brainstorm the different aspects of your topic. What do you think are the three most important points to research? Write at least three points you could research here:
5. Divide up the work for your flyer. Have each person in your group assume one of the following roles. Write a name next to each role.
   * Chief researcher
   * Medical writer
   * Medical illustrator
6. Begin researching your topic. The chief researcher can lead this part of the project and assign a research topic to each group member so that you gather the information you need to create your flyer. Use the following sites to conduct your research:
   * CDC: [www.cdc.gov](http://www.cdc.gov)
   * Mayo Clinic: [www.mayoclinic.com](http://www.mayoclinic.com)
   * PubMed Health: <http://www.ncbi.nlm.nih.gov/pubmedhealth/>
7. After you’ve completed your research, follow the medical writer’s lead to organize the writing of your flyer. Start by making an outline of the important information you want to include. When you have an outline, the medical writer can assign a section (or a paragraph) to each group member.
8. As you are writing, pay attention to the following guidelines:
   * The information should be clearly geared toward the intended audience. For example, a flyer about vaccinations for children will be different from one for senior citizens.
   * Your text should explain the public health issue in simple, straightforward language. Remember, you want your flyer to inform the public, not create unnecessary confusion.
   * Your text should include only accurate and factually correct information.
   * Your text should give helpful, reasonable tips about how people can change their behavior to improve their health.
9. After the writing is complete, follow the medical illustrator’s lead to lay out and design the flyer. The design should make the information easy to read. Illustrations or other graphics should be appropriate for the topic.
10. After the layout and design is complete, carefully review the flyer with your group. Make sure that it meets or exceeds all assessment criteria.

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

* The flyer is well organized and provides key information about the public health topic.
* The flyer is adapted to the target audience in terms of vocabulary and level of complexity. All information is clear and easy to understand.
* All graphics are easy to understand and interpret, and they are suited to the style of the flyer.
* The layout makes it easy to follow from one section of the flyer to the next without getting lost.
* All information is accurate and demonstrates the use of thoughtful research.
* The flyer is neat and uses proper spelling and grammar.