



Sample assessment task

Year level	10
Learning area	Health and Physical Education
Subject	Health Education
Title of task	Mini health campaign

Task details

Description of task	Students design a mini health campaign to raise awareness and promote healthy behaviours in secondary school aged students
Type of assessment	Summative
Purpose of assessment	To assess students' knowledge of the elements of a health campaign and how it can be designed to raise awareness and encourage healthy behaviour for a selected target group
Assessment strategy	Written work and other modes relevant to task (e.g. poster, pamphlet, visual advertisement)
Evidence to be collected	Campaigns strategies in appropriate format
Suggested time	Three weeks in class – one lesson for research, followed by two weeks of planning and production

Content description

Content from the Western Australian Curriculum	Health campaigns and/or community-based activities designed to raise awareness, influence attitudes, promote healthy behaviours and increase connection to the community
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Task preparation

Prior learning	Students have prior knowledge of health campaigns they have seen in the community aimed at raising awareness and encouraging healthy practises. They are aware of the techniques and strategies used within health promotion campaigns to raise awareness and promote healthy behaviours.
Assessment differentiation	Teachers should differentiate their teaching and assessment to meet the specific learning needs of their students, based on their level of readiness to learn and their need to be challenged. Where appropriate, teachers may either scaffold or extend the scope of the assessment tasks.

Assessment task

Assessment conditions	Class time should be allocated for students to plan, prepare and produce their task. If class time is limited, this task may be assigned as homework.
Resources	Computer access for research

Instructions for teacher

Mini health campaign

Allow three weeks for the completion of this assessment task.

Week 1

Revise the concept of a health promotion campaign and how it aims to raise awareness, improve knowledge and encourage healthy practices within the community.

Using examples of current health promotion campaigns, highlight how a campaign aims to raise awareness and encourage healthy behaviour, such as:

- by using slogans and key phrases/statements to convey key facts and messages (e.g. don't turn a night into a nightmare; go for two and five; and slip, slop, slap)
- by being appealing to the target group
- by including a call to action for the target group, i.e. an instruction or suggestion as to what they can do to take action.

Review the range of strategies included in a campaign, such as:

- posters
- flyers
- infographics
- pamphlets
- film (visual advertisement)
- slideshow presentation
- audio advertisement (which could be presented over the school PA)
- campaign merchandise.

Show examples of the above strategies from previous or current health promotion campaigns, e.g. examples of infographics can be found at <https://livelighter.com.au/tools-and-resources/resources>

For the remainder of the class time, students decide on a broad health topic from the list below and begin planning and researching relevant information. Their target group is secondary school aged students.

Students can choose from the following list:

- healthy eating
- regular physical activity
- positive mental health.

Weeks 2 and 3

Students continue to work on all components of the task.

Instructions to students

Mini health campaign

Part 1 – Justification statement

Provide a justification stating why it is important to raise awareness and promote healthy behaviours in the target group. Provide **two** examples of evidence that support your justification. (5 marks)

Part 2 – Campaign strategies

Select **one** of the following health topics:

- healthy eating
- regular physical activity
- positive mental health.

Design a mini health promotion campaign, focusing on the topic selected, to raise awareness and promote healthy behaviours to secondary school aged students.

2.1 Decide on a goal for your campaign. Consider what **two** things you would like to achieve. (2 marks)

2.2 Decide on **two** key messages for your campaign. (2 marks)

2.3 Develop **two** strategies that you will use for your campaign that will convey the key messages you have selected (above). These strategies must be suitable and accessible to your target group (secondary school aged students). Some suggested strategies may include (but are not limited to): (20 marks)

- poster
- flyer
- infographic
- pamphlet
- video (visual advertisement)
- slideshow presentation
- audio advertisement (which could be presented over the school PA)
- campaign merchandise.

The strategies must include:

- relevant health information including statistics
- **three** health tips which students could follow that would support healthy behaviour
- the details of **two** relevant support agencies including a short summary of the services they provide.

Part 3 – Reflection

Write a reflection outlining:

- Whether you think your campaign will be successful and achieve the stated goals (describe why or why not).
- **Three** barriers which exist to prevent healthy behaviour within the target group related to the health topic.
- **Two** additional resources or strategies required to support the target group to maintain or adopt healthy behaviours related to the health topic. (8 marks)

Sample marking key

Description	Marks
Part 1: Justification statement	
Comprehensive justification that includes all relevant information	3
Clear justification that includes relevant information	2
Brief justification with minimal information or explanation	1
One mark for each of two relevant examples	1–2
Subtotal	5
Answer could include, but is not limited to:	
<ul style="list-style-type: none"> • Reference to, and use of, relevant statistics • Reference to programs or initiatives already implemented in the wider community 	
Part 2: Campaign strategies	
2.1 Campaign goal	
<ul style="list-style-type: none"> • Clear, achievable and relevant goal for target group, listing two things to achieve 	1–2
2.2 Key messages	
<ul style="list-style-type: none"> • Clear, relevant and accurate messages for target group (consistent with research evidence) 	1–2
2.3 Campaign strategies	
<ul style="list-style-type: none"> • Clearly conveys campaign messages in each strategy (2 marks) • Refers to relevant health information such as statistics related to topic (3 marks) • Includes three accurate and relevant health tips suitable for target group (3 marks) • Includes the contact details of two relevant support agencies and a summary of what they are able to provide (3 marks) 	1–4 1–6 1–6 1–6
Part 3: Reflection	
Description of anticipated success (3 marks)	
Three barriers for achieving health behaviour (3 marks)	
Two additional resources (2 marks)	
Total	39