

Health Promotion Plan Scoring Guide

CRITERIA	NON-PERFORMANCE	BASIC	PROFICIENT	DISTINGUISHED
Analyze a community health concern or need that is the focus of a health promotion plan.	Does not identify a community health concern or need that is the focus of a health promotion plan.	Identifies a community health concern or need that is the focus of a health promotion plan.	Analyzes a community health concern or need that is the focus of a health promotion plan.	Provides an in-depth analysis of a community health concern or need that is the focus of the health promotion plan, and articulates underlying assumptions and points of uncertainty in the analysis.
Explain why a health concern or need is important for health promotion within a specific population.	Does not describe a health concern or need that is important for health promotion within a specific population.	Describes a health concern or need that is important for health promotion within a specific population.	Explains why a health concern or need is important for health promotion within a specific population. Conclusions are not supported by relevant or current health data.	Explains why a health concern or need is important for health promotion within a specific population. Conclusions are well supported by current and relevant population health and demographic data and based on a perceptive analysis of the factors that contribute to health, health disparities, and access to services.
Establish agreed-upon health goals in collaboration with hypothetical participants.	Does not establish agreed-upon health goals in collaboration with hypothetical participants.	Establishes health goals without hypothetical participant collaboration.	Establishes agreed-upon health goals in collaboration with hypothetical participants.	Establishes agreed-upon health goals in collaboration with hypothetical participants. Goals are realistic, measurable, and attainable.
Organize content so ideas flow logically with smooth transitions; contains few errors in grammar/punctuation, word choice, and spelling.	Does not organize content for ideas. Lacks logical flow and smooth transitions.	Organizes content with some logical flow and smooth transitions. Contains errors in grammar/punctuation, word choice, and spelling.	Organizes content so ideas flow logically with smooth transitions; contains few errors in grammar/punctuation, word choice, and spelling.	Organizes content with a clear purpose. Content flows logically with smooth transitions using coherent paragraphs, correct grammar/punctuation, word choice, and free of spelling errors.
Apply APA formatting to in-text citations and references exhibiting nearly flawless adherence to APA format.	Does not apply APA formatting to headings, in-text citations, and references. Does not use quotes or paraphrase correctly.	Applies APA formatting to in-text citations, headings and references incorrectly and/or inconsistently, detracting noticeably from the content. Inconsistently uses headings, quotes, and/or paraphrasing.	Applies APA formatting to in-text citations and references exhibiting nearly flawless adherence to APA format.	Exhibits strict and flawless adherence to APA formatting of headings, in-text citations, and references. Quotes and paraphrases correctly.