

Experiential Learning Assignment
Political Advocacy Project
Points Possible: 15

Purpose/Overview

The purpose of this assignment is to have students investigate a current health issue and serve as an advocate of this health issue within their community. This assignment will include 3 key components, which includes a (1) Policy Brief, (2) Fact Sheet, and (3) Reflection.

Preparation

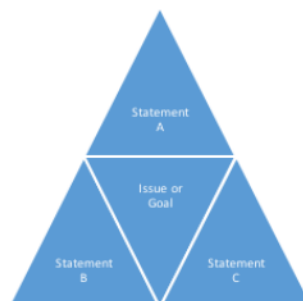
Read Schoon, Porta, & Schaffer (2019) Chapter 13-14 and Savage (2020) Chapter 21
Use Policy Map for gathering data to support your request

Instructions/Grading Criteria

Policy Brief: [8 points]

Develop a 1-2 page policy brief that focuses on an important public health issue within your community. This brief will be presented to a decision-making body (school board, city council, county government, state or federal legislature, or other influential committee/body) chosen by the student. This policy brief should include:

1. **Introduction** [1 point]
 - Who are you? Remember your expert knowledge and experience.
 - What is the public health issue you want action taken on? Why do you care about this issue?
2. **Decision-making Body:** [1 point]
Identify [for the decision-making body] who the audience is? Explain why this audience would care about the issue.
3. **Message:** [3 points]
Complete the message triangle [shown below]:
 - Develop 3 messages you want to communicate to support your stance on this issue. However, **do not** include the message triangle below in your document.
 - Define the issue in a way that connects with this audience beliefs/values (key points may differ depending on the audience you are addressing).
 - Include supportive evidence, such as personal stories, statistics, and/or research, which you will reference at the end of the brief.
 - Present messages in a short, succinct, and logical flow.
4. **Final Message:** [2 points]
Clearly state the action you are asking the decision-making body to take.
5. **Supporters and Contact Information:** [1 point]
 - Identify your supporters (partners) and possible opponents.
 - Include your contact information for the reader to follow-up.



Fact Sheet [5 points]

Develop a brief, 1-2 page Fact Sheet that includes information you intend to give to the decision making body for review. The fact sheet should include:

1. Issue
2. Three messages from message triangle
3. Recommended action you would like them to take
4. Contact and resource information for the reader to follow-up
5. Information presented in a succinct and attention-getting manner. You are encouraged to use headers such as Issue, Facts, Recommended Action, and Contact Information and include pictures or graphics.

Reflection [2 points]

Provide a brief reflection on your experience. What went well? What did not go so well? What would you do differently next time? Was the decision-making body responsive and/or receptive to your idea?

Assignment Submission

Submit all 3 components of this project in the D2L Assignment dropbox by the specified due date in the course calendar. Please note that this does not have to be submitted in APA format; it should be presented as appropriate for the decision-making body (i.e. business letter, brochure, hand-out, etc.).