

HSC 315 – Public Health
Department of Health Sciences
CALIFORNIA STATE UNIVERSITY, EAST BAY

ASSIGNMENT 1
Population Fact Sheet

Overarching Problem Statement

As a member of your governmental health agency, your team is charged with assessing your constituent population for its risk of a potential Zika epidemic. To do this, it is requested that your team create a population health profile for the areas served by your governmental health agency, and identify specific subgroups within this population that are at-risk for infection and transmission. You are asked specifically to review existing relevant population demographics in your constituent population and apply health research known about Zika to create a fact sheet for program planners and policy makers.

Population Fact Sheet

The purpose of the Population Fact Sheet is to connect information about the populations at-risk for infection and transmission of Zika, with the relevant demographic, geographic, and climate data of the area(s) served by your governmental health agency. This Population Fact Sheet is informative in nature, and should clearly communicate the levels of risk in the communities served by your governmental health agency. The goal is to create a targeted, concise fact sheet for your organization's decision makers (program planners and policy makers) on how Zika is expected to impact their constituent communities. This Population Fact Sheet is a precursor to policy, and should not include policy recommendations.

The Population Fact Sheet should be well-organized and visually attractive. Visual elements such as images and graphs are recommended to enhance the clarity and readability of the Population Fact Sheet. The Population Fact Sheet should be between 1-2 pages, single-spaced, with 1" margins. All information included should be cited using APA style (in-text and reference list).

Due: 11:59 PM on Sunday June 23, 2019 via Blackboard (one per group)

Group-Specific Prompts

Local Government

As a member of Zika Task Force for the Director of the Alameda County of Public Health, your team is charged with assessing the population within the Department's jurisdiction for its risk of a potential Zika epidemic. To do this, it is requested that your team create a population health profile for the areas served by the Department. To start, your team is must identify the unit in the Department (e.g., Division, Center, Program) most appropriate for addressing a Zika outbreak. You are asked specifically to review existing relevant population demographics (including social, cultural, and environmental characteristics) in your constituent population and apply health research known about Zika to create a fact sheet for program planners and policy makers to address Zika in Alameda County.

State Government

As a member of Zika Task Force for the Director of the California Department of Public Health, your team is charged with assessing the population within the Department's jurisdiction for its risk of a potential Zika epidemic. To do this, it is requested that your team create a population health profile for the areas served by the Department. To start, your team is must identify the unit in the Department (e.g., Division, Center, Program) most appropriate for addressing a Zika outbreak. You are asked specifically to review existing relevant population demographics (including social, cultural, and environmental characteristics) in your constituent population and apply health research known about Zika to create a fact sheet for program planners and policy makers to address Zika in the state of California.

Federal Government

As a member of Zika Task Force for the United States Department of Health & Human Services, your team is charged with assessing the population within the Department's jurisdiction for its risk of a potential Zika epidemic. To do this, it is requested that your team create a population health profile for the areas served by the Department. To start, your team is must identify the unit in the Department (e.g., Center, Institute, Agency) most appropriate for addressing a Zika outbreak. You are asked specifically to review existing relevant population demographics (including social, cultural, and environmental characteristics) in your constituent population and apply health research known about Zika to create a fact sheet for program planners and policy makers to address Zika in the United States.

Rubric

	Distinguished (Range: 88%-100%)	Proficient (Range: 75%-87%)	Novice (Range: 0%-74%)
Content (30%)	All required elements of the Fact Sheet are present and properly addressed. The reader is educated about all pertinent aspects on how Zika is expected to impact their constituent communities.	Most of the required elements of the Fact Sheet are present and properly addressed. The reader is educated about the most pertinent aspects of how Zika is expected to impact their constituent communities.	Half of the required elements of the Fact Sheet are missing or are poorly addressed. The reader is confused about the subject or not educated about key issues pertinent to how Zika is expected to impact their constituent communities.
Design (15%)	Design catches the reader's attention and assists them in locating important information. Formatting enhances the flow of the Fact Sheet. Visual elements enhance look and feel of the Fact Sheet. Looks like a professionally published Fact Sheet.	Design is logical and easy to follow. Readers can locate information with some ease. Visual elements are appropriate and contextualized. May have some formatting errors where it does not look like a professionally published Fact Sheet.	Design is confusing or does not have good flow. The reader may be confused by the order of information presented. Difficult to read and visuals are not appropriate. Looks unprofessional.
Context / Audience (25%)	Material included is appropriate for high level decision makers.	Most of the material included is appropriate for high level decision makers.	Material present is not appropriate for high level decision makers, e.g. incomplete, cursory, at a basic level, etc.
Mechanics (15%)	No more than one spelling or grammar mistake.	Few (<5) spelling or grammar mistakes.	Many (>5) spelling or grammar mistakes.
References (15%)	All sources are appropriately cited in APA format.	Most sources are appropriately cited in APA format.	Few sources are appropriately cited in APA format.