**Global Health Campaign Project (GHCP): Overview**

**Global Health**

**PROJECT DESCRIPTION**

The major assignment of this course will combine research and creative thinking about a global health issue. You will be divided into groups of 3-4 students. With your group, you will choose a topic of interest to you relating to a real global health problem. You will conduct research on that problem in a particular context (region, country, or particular population), and design a creative public health campaign to address the issue. You will produce 4 artifacts for your campaign that are tailored to the specific context, taking into account the cultural/structural/political economic barriers to solving the problem in that place with that population. More details to follow throughout the semester.

**PROJECT COMPONENTS**

This entire project is worth 35% of your grade in this class. The project will consist of the following components (more details TBA):

* **Topic Proposal and Plan** (2%): As a group, you will decide on a topic for your project come up with a plan about what kinds of artifacts you will produce and how you will divide the work.
* **Annotated Bibliography** (3%): Each student will find 3 academic sources on the topic you are studying and submit an annotated bibliography. You should discuss what aspects of this topic you will be responsible for researching, and try to come up with a plan so that you are not replicating each others’ work. You will submit one annotated bibliography per group with 9-12 sources (depending on number of group members).
* **Peer and Self Evaluations** (2%): Because the majority of the work for this project is group work, you will be evaluating your group members to ensure accountability to your peers. Your peers’ evaluation of you will be calculated into your grade on this project.
* **Research Report** (5%): The final product of this will be a 5 page report detailing the background information on this health issue. Forthcoming guidelines for this report will lay out the specific sections and expectations for this assignment.
* **Health Campaign Presentations** (8%): Your team will present a 15-20 minute presentation on your findings during the last two class periods of the semester.
* **Artifacts** (15%) The artifacts are the heart of this project. Based on your research, and the specific skills and interests of your group members, you will produce the equivalent of one artifact per group member. (If you are in a group of 3 people you will produce 3 artifacts, if you are in a group of 4 people, you will produce 4 artifacts, etc.). You can divide up the work however you like (work together on all artifacts, work in teams of two, each person take the lead on one artifact); but all of you are responsible for all of the work produced by your team. So, all group members should be involved in the planning stage and in providing constructive feedback on the artifact at several stages. Examples of artifact formats: poem, song, play, poster, radio commercial, video, podcast, piece of art, intervention design, business model, etc.

**\*\*A note about the work\*\*** Keeping up with deadlines and getting things done in advance is key to success in this project. I have built in many deadlines into the syllabus to keep you on task, but have also made suggestions on the Canvas schedule as a guide for when to have the work done so you are able to complete the project on time, and so you can use the class time provided wisely.

**Global Health Campaign Project**

**Topic Proposal and Plan** (2%): As a group, you will decide on a topic for your research, choose a geographic location and/or ethnic/cultural group, and come up with a plan regarding how you will divide up the work, what artifacts you will produce, and write up a schedule to make sure it gets done in a timely manner. It is possible that much of what you sketch out below will change as you do preliminary research and find the best direction in which to take your work. This plan will help you get started.

Your Topic Proposal and Plan should contain the following sections.

1. Group members: please list all group members’ names.
2. Project Title: Please include a creative project title, it’s ok if it changes later based on the way the project develops.
3. Topic overview: please write a short paragraph describing the topic you would like to explore during your research, the geographic area and/or cultural/ethnic group you will be targeting with your campaign, and briefly explain why you made those decisions.
4. Research questions: Make a preliminary list of the questions you might want to ask in order to find out the best approach to designing a public health campaign for your chosen problem/community. These questions will help form the basis of your annotated bibliography.
5. Artifacts: List the potential artifacts that you might produce as part of this research. This might change as you do more research on the specific area, if there are particular methods of communication that would resonate more in a particular place.
6. Research plan: please describe the research procedures, how you will divide up the work (ie. all work together on artifacts, work in pairs, or each produce one artifact), and what kind of approach you will take to editing/revising/commenting on each other’s work.

***GHCP: Annotated Bibliography***

Please submit one bibliography per group. You should list your group member’s name and then list the three (minimum) sources that person found.

***What kinds of sources should you be looking for?*** Because you are working as a group, you should divide up tasks so you aren’t replicating each other’s work. For example, tasks could be divided up as follows:

* describe the problem in your particular place (history, progression, predicted future challenges etc.)
* public health campaign histories for that/other health problems in that place/region and why they worked/didn’t work (your approach here will depend how heavily studied your topic/region has been)
* other cultural factors that might impact how people would react to a public health campaign, such as how people think about the body, wellness, health seeking strategies etc., to understand what kind of an approach might work for your campaign

***Citation Style:*** You may use any citation style you like. Just be consistent. Decide as a group which style you will be using. Options include Chicago Style, APA, MLA, etc.

***What’s in an Annotated Bibliography?***

An entry in an annotated bibliography should be about four sentences and include 1) the citation for your source, just like in a regular bibliography, followed by 2) a short paragraph that describes the source, and answers some or all of the four questions (see below).

***Your description MAY include the following:***

1. A **summary** of the material (its main points or arguments in a few sentences)
2. An **evaluation** of the source (its strengths or weaknesses)
3. How recent is it? An old article can be a strength (if you’re looking for a historical perspective) or a weakness (if you’re researching a contemporary issue).
4. Is it a reputable author/journal?
5. Any other obvious weaknesses? Strengths?
6. **How it fits in with your other sources** (if it supports your other materials or brings up new questions, highlights new evidence, or introduces a different point of view)
7. **An assessment of its value** to your research (its importance or usefulness)
8. What aspect of your argument are you using this piece to support?
9. What part of your research question does it help you answer?

***A note on non-scholarly sources:*** For this project, you will likely also need to use non-scholarly sources to look at the history of public health campaigns. These might include websites, government reports, health reports, or even images/videos from health campaigns as evidence of previous practices. But, you DO NOT need to include these in your annotated bibliography. For this assignment, choose three scholarly sources.

**GHCP: Research Report and Artifacts**

**Research Report:** (5% of course grade):

You will submit a 5-7 page report to accompany your artifacts. You may use any citation style you like. Just be consistent. Decide as a group which style you will be using. Options include Chicago Style, APA, MLA, etc.

The research report should include the following sections:

1. Introduction: A brief one paragraph introduction on the issue you are exploring, the geographical location you chose, and a brief explanation of why it matters (in general and in that place/time).
2. Background Information: Detailed background information on your health issue and location, based on the research you conducted. You will likely use most if not all of the scholarly sources you found for your annotated bibliography. You might also have extra non-scholarly sources, such as government reports, or newspaper articles etc. (approx. 2-3 pages)
3. Public Health History: What is the history of public health campaigns in this particular area? What has worked/not worked? How is your campaign shaped by this history? (approx. 1-2 pages)
4. Artifacts: Describe each artifact and explain it thoroughly. How did research shape your decisions in making this artifact? What symbols/metaphors/artistic/creative/scholarly choices did you make and why?

**Artifacts:** (15% of course grade)

The artifacts are the heart of this project. Based on your research, and the specific skills and interests of your group members, you will produce the equivalent of one artifact per group member (i.e. 3 group members = 3 artifacts, 4 group members = 4 artifacts). You can divide up the work however you like (work together on all artifacts, work in teams of two, each person take the lead on one artifact); but **all of you are responsible for all of the work produced by your team.** So, all group members should be involved in the planning stage and in providing constructive feedback on the artifact at several stages. Examples of artifact formats: poem, song, play, poster, radio commercial, video, podcast, piece of art, intervention design, business model, etc. You will have a chance to grade your group members on their contributions.

You grade on the artifacts will be based both on the final product (is it polished? error-free? what level of effort did it take for you to create it?) but also on the justification for the artifact that you provided in the research report. Is your artifact based on solid research? Can you convince me that this approach to a public health campaign would work for this particular place and health challenge?

Rubric for Artifacts:

5% Quality

5% Creativity

5% Research

**Global Health Campaign Project: Presentations**

Your team will present a 15-20 minute presentation on your findings, worth 8% of your grade. Please prepare a tightly organized presentation with a discussion component. Your presentation should include a brief overview of the background research and explanation of your campaign’s broad approach. In terms of the artifacts, it’s up to you to present what you think is most engaging about your campaign for presentation purposes (for example you could play a clip of a lengthier podcast, or describe a letter or white paper you wrote, summarizing the main points). For the discussion component, try to think critically about how to engage the class in a meaningful way.

**Presentation Rubric:**

* Presentation: 30%
  + Clarity
  + Pace
  + Smooth
  + Organization
  + Creativity – Engaging
* Content: 60%
  + Introduction
  + Background info
  + Broad overview of campaign
  + Artifacts
  + Conclusion
* Discussion: 10%
  + Spend at least 3-5 minutes on a discussion, or elicit class participation throughout presentation