

Scoring Rubric for Advocacy – MS/HS

AV

<i>Students will demonstrate the ability to advocate for personal, family, and community health.</i>							
Health-enhancing Position	Score	Support for Position	Score	Audience Awareness	Score	Conviction	Score
Extremely clear, health-enhancing position	4	Thoroughly supports position using relevant and accurate facts, concepts, examples, and evidence.	4	<ul style="list-style-type: none"> Strong awareness of the target audience (e.g., their background, perspective, interests). Word choice, tone, examples, graphics, etc., are well suited to target audience. 	4	Displays strong and passionate conviction for position.	4
Generally clear, health-enhancing position.	3	Adequately supports position using facts, concepts, examples, and evidence; support may be incomplete and/or contain minor inaccuracies.	3	<ul style="list-style-type: none"> Awareness of audience is evident. Word choice, tone, examples, graphics, etc., are appropriate for the target audience. 	3	Displays conviction for position.	3
Unclear or conflicting positions.	2	Inadequately supports position. Facts, concepts, examples, or evidence used contain significant inaccuracies and/or have little relevance.	2	<ul style="list-style-type: none"> Some awareness of audience may be evident; however, word choice, tone, examples, graphics, etc., are not always appropriate for the target audience. 	2	Displays minimal conviction for position.	2
No position stated, OR position is not health-enhancing.	1	No accurate or relevant support for position is provided.	1	<ul style="list-style-type: none"> No evidence of audience awareness. Word choice, tone, examples, graphics, etc., are not appropriate for the audience. 	1	No conviction for position is evident.	1

Goals or Action: _____

Advocacy Score: _____