**Public Service Announcement**

**Objective**: To become familiar with a medical issue impact an organ system and the structures and functions affected by the medical issue.

**Directions:**

1. For each body system, select a medical issue impacting that body system.
2. Select a method of communicating complex medical information to a diverse, non-academic audience. Methods of sharing information may include, but are not limited to the following:
   1. Infomercial
   2. Brochure
   3. Children’s book
   4. Graphic novel
   5. Video
   6. Podcast
   7. Newsletter
   8. Website
3. For each medical concern, include the following
   1. Cause(s)
   2. Anatomical structures impacted and in what way
   3. Physiological responses & symptoms
   4. Physiological defense to illness
   5. Treatment(s)
   6. Prevention
4. Include appropriate illustrations, graphs, &/or tables that assist in your communication
5. Meet the needs of the audience – written in clear, concise, understandable terms; visually neat and appealing; engages the audience.
6. Reference sources appropriately.
7. Share your work with the class.

**Rubric:**

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|  | **5**  *All expectations met; Mastery is demonstrated* | **3**  *Most expectations met; Competency is demonstrated* | **1**  *Few expectations met; This is a work in progress* |
| **Causes** *of the medical issue are identified and explained.* |  |  |  |
| **Anatomical Structures** *impacted by the illness areaccurately identified & the way in which they are affected is described.* |  |  |  |
| **Physiological Responses** *to the illness are described accurately & in detail* |  |  |  |
| **Physiological Defense** *to the illness are described accurately & in detail* |  |  |  |
| **Treatment / Prevention** *methods are identified and explained.* |  |  |  |
| **Graphics** *that support and enhance the content are included* |  |  |  |
| **Audience** **needs** *are met through engaging, clear, concise, understandable, visually appealing communication* |  |  |  |
| **Sources** *are cited throughout work* |  |  |  |
| **Presentation**  *of work to class demonstrates authentic understanding of topic.* |  |  |  |
| **Class time** *designate for working on progress is utilized effectively & efficiently.* |  |  |  |
| **Total** | / 50 | | |