**Shorted**

**Strategy and Educational Campaign Requirements**

**Introduction**

Throughout human history, there has been a general expectation that kids would live longer than their parents. Improving healthcare, sanitation, and general quality of life has kept this expectation alive and well. The current generation, however, may not be able to hold this expectation. Many experts agree that this generation of adolescents will likely be the first generation that will not live as long as their parents.

So, what can you do about it? Is it possible that armed with the right knowledge you might be able to affect the lives of your peers and neighbors in such a way that they might be able to enjoy a longer life? Through this project you will gain that knowledge and do what you can to effect a lasting change.

**Driving Questions**

“Why might your generation not live as long as your parents’ generation?”

**Challenge**

Create a strategy for addressing the American Obesity Epidemic and present it in a public education campaign that fulfills the following requirements.

* The campaign provides a specific, research-supported answer to the driving question.
* The campaign educates the public about the answer to the question. The campaign must:
  + Identify factors that contribute to the problem
  + Identify effects of the problem on life expectancy
* The campaign explains a concrete strategy for addressing the American Obesity Epidemic.
* Students must prove that the campaign has been interacted with by at least 400 individuals.

**Product**

Regardless of the strategies employed to ensure 400 interactions, teams must produce a concrete product that addresses the first three points of the challenge. Each team will have the freedom to choose the medium that they would like to use to present their information. Some possibilities include:

* Podcast
* Video
* Vlog
* Website
* Prezi
* Xtranormal Animation (No more than 4 minutes in length)
* Children’s Book
* Infographic

**Presentation**

Each team will be responsible for giving a 10-minute presentation of their project. Presentations must include:

* The team’s response to the question (Including contributing factors and effects on life expectancy)
* Their strategy for addressing the epidemic
* An overview of the public education product
* Strategy for obtaining 400 interactions

**Grading**

Each component of the project will be graded according to a rubric. Each team member will be evaluated by his or her fellow teammates according to a rubric. Individual grades will be calculated as a percentage of the group grade. An example grade calculation can be found below.

**Example Individual Grade Calculation:**

**Step 1:**

Educational Product Group Grade 48/50 or 96%

Presentation Group Grade 46/50 or 92%

Total Group Grade 94/100 or 94%

**Step 2:**

Evaluation from teammate 1 27/30 or 90%

Evaluation from teammate 2 29/30 or 97%

Average evaluation score 28/30 or 93%

**Step 3:**

Group Grade X Average Evaluation Percentage = Individual Grade

94.0 X 0.93 = 87%

**This individual would receive an individual grade of 87% for the project.**