

Disaster Preparedness Project Rubric

Task Description: You will work with your assigned team to:

1. Post the following on your group page in Canvas:
 - a. Summarize and evaluate the disaster preparedness recommendations of the EMA for your assigned topic (<https://ema.alabama.gov>).
 - b. Create a written description of the vulnerable population you have been assigned to study (assignments are posted on the groups page).
 - i. Include estimated numbers of affected people. While each student is encouraged to explore their own geographic profile, groups should pick one representative student from the group, using their geographic profile, in order to focus research on their:
 1. Local area (city/town)
 2. State
 3. Nation
 - ii. Describe the vulnerable population's typical demographic characteristics (age, race, gender, income level, average educational levels)
 - iii. List the possible risk factors that typically collaborate to result in this vulnerability in people.
 - iv. Describe the consequences of this vulnerability, for example: reduced access to health care, education, or personal safety; reduced nutritional status; difficulty obtaining employment, discrimination, etc. This list is not exhaustive. Take care to learn about the disadvantages specific to your population.
 - v. Name the agencies or individuals who usually have access to and/or serve this population
2. Using the EMA disaster preparedness directions that you have researched as a model, customize the recommendations to meet the needs of your assigned population. Use your customized disaster preparedness recommendations to educate the members of this vulnerable group and/or those agencies or individuals who might have access to and/or serve this population. Any special accommodations necessary for this population should be considered and addressed in each of the following requirements (all three are required):
 - a. **Produce a flyer** to summarize the recommendations for this group in the case of this specific emergency. Upload your PDF flyer to Canvas. If a written flyer would not be an ideal way to communicate with the population, comments to that effect should be attached to the upload and the agencies or individuals being targeted by the flyer (in lieu of the vulnerable individuals) should be noted.
 - b. **Produce a video** that explains the disaster preparedness recommendations for your vulnerable population. The video format is your choice; examples include: voice-over or text only while using PowerPoint or video footage, one or more on-screen announcers, or animated video. You may wish to use a style that is more like a documentary (describing the situation) or more expository (explaining and making a case based on your research). Upload your video project to your group page on Canvas. If a video would not be an ideal way to communicate with the

population, comments to that effect should be attached to the upload and the agencies or individuals being targeted by the flyer (in lieu of the vulnerable individuals) should be noted.

- c. **Compose a tweet for Twitter.** Must be less than 140 characters, be sure to include the agencies or individuals that you would want to tag via an @ mention or target via hashtags. Optional: you may create an image to post along with your tweet (like an infographic or an appropriate image). <https://help.twitter.com/en/using-twitter/tweeting-gifs-and-pictures> . Upload your Tweet text and/or photo to our group Canvas page. If Twitter would not be an ideal way to communicate with the population, comments to that effect should be attached to the upload and the agencies or individuals being targeted by the flyer (in lieu of the vulnerable individuals) should be noted.

Learning Activity	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
<p><i>Group score:</i></p> <p>EMA recommendation summary</p>	<p>15-20 points</p> <p>Gives a clear (summarized) description, in their own words, and a thorough analysis of the EMA recommendations for the specific disaster preparations.</p>	<p>10-14 points</p> <p>Gives a fairly clear picture of what they are trying to summarize. Gives a superficial analysis of the EMA recommendations.</p>	<p>5-9 points</p> <p>Description of the EMA recommendations is incomplete. Analysis is minimal.</p>	<p>0-4 points</p> <p>Description and/or is incorrect or missing.</p>	
Comments:					
<p><i>Group score:</i></p> <p>Written description of vulnerable population</p>	<p>12-15 points</p> <p>Gives a clear and thorough description of the vulnerable population, including all the details, accurately: numbers of people, demographics, risk factors, results, and supporting agencies and/or individuals. Has proper source documentation (APA format).</p>	<p>8-11 points</p> <p>Gives an accurate, but broad description of the population, providing minimal details. References are listed, but all are not from trustworthy sources or APA form is not followed.</p>	<p>4-7 points</p> <p>Description of the vulnerable population is missing a few key details. Not all information is referenced.</p>	<p>0-3 points</p> <p>Information about the vulnerable population is incorrect and/or several key details are missing. Or no referencing of sources.</p>	
Comments:					
<p><i>Group score:</i></p> <p>Flyer</p>	<p>15-20 points</p> <p>The content is formatted in an easy-to read fashion, similar to examples on the EMA website. Recommendations are summarized in a way that would be appropriate to the vulnerable population.</p> <p>If a written flyer would not be an ideal way to communicate with the population, comments to that effect are attached to the upload and the agencies or individuals being targeted by the flyer (in lieu of the vulnerable individuals) are noted.</p>	<p>10-14 points</p> <p>Content is complete but is hard to read (not summarized well or presented poorly).</p> <p>If a written flyer would not be an ideal way to communicate with the population, comments to that effect are attached to the upload and the agencies or individuals being targeted by the flyer (in lieu of the vulnerable individuals) are noted.</p>	<p>5-9 points</p> <p>The content is lacking some details.</p> <p>if a written flyer would not be an ideal way to communicate with the population, comments to that effect are attached to the upload and the agencies or individuals being targeted by the flyer (in lieu of the vulnerable individuals) are noted, but may be slightly insufficient.</p>	<p>0-4 points</p> <p>Content is incomplete. Many major details are missing or the information is incorrect.</p> <p>If a written flyer would not be an ideal way to communicate with the population, comments to that effect are attached to the upload and the agencies or individuals being targeted by the flyer (in lieu of the vulnerable individuals) are NOT noted.</p>	

Comments:					
<i>Group score:</i>	12-15 points	8-11 points	4-7 points	0-3 points	
Video	<p>The content is presented in an organized fashion is easy to follow and instructions are clear. Video and sound are of good quality.</p> <p>Recommendations are presented in a way that would appropriate for the vulnerable population.</p> <p>If a video would not be an ideal way to communicate with the population, comments to that effect are attached to the upload and the agencies or individuals being targeted by the video (in lieu of the vulnerable individuals) are noted.</p>	<p>Content is complete but is not summarized well or is presented poorly. Video or sound quality are not of good quality, but are understandable.</p> <p>If a video would not be an ideal way to communicate with the population, comments to that effect are attached to the upload and the agencies or individuals being targeted by the video (in lieu of the vulnerable individuals) are noted.</p>	<p>The content is lacking some details. Video or audio quality are understandable but are distracting because of poor quality.</p> <p>if a video would not be an ideal way to communicate with the population, comments to that effect are attached to the upload and the agencies or individuals being targeted by the video (in lieu of the vulnerable individuals) are noted, but may be slightly insufficient.</p>	<p>The content is incomplete, many or all important details are missing. The video or audio quality is so poor that it cannot be understood.</p> <p>If a video would not be an ideal way to communicate with the population, comments to that effect are attached to the upload and the agencies or individuals being targeted by the video (in lieu of the vulnerable individuals) are NOT noted.</p>	
Comments:					
<i>Group score:</i>	12-15 points	8-11 points	4-7 points	0-3 points	
Tweet	<p>Text and/or image for tweet is appropriate and captures the main idea, directs to a source of good information. @ mentions and hashtags target the most important agencies/individuals who support/serve the population (at least five).</p>	<p>Text and/or image for tweet is adequate and may not draw focus to the main idea. Tweet directs to a source of good information. @ mentions and hashtags target the most important agencies/individuals who support/serve the population (four to five).</p>	<p>Text and/or image for tweet are inadequate, missing the main point. Tweet directs to a source of good information. @ mentions and hashtags only target few agencies/individuals who support/serve the population (two or three).</p>	<p>Text exceeds the 140 character limit or is not appropriate for the population. Tweet does not direct to another source. @ mentions and hashtags target inadequate numbers of agencies/individuals who support/serve the population (zero to one).</p>	
Comments:					
<i>Individual score:</i>	12-15 points	8-11 points	4-7 points	0-3 points	
Leave feedback for each of the five assigned items (required: 1 comment for item)	<p>Leave constructive feedback on a minimum of five different types of items (EMA recommendation summary, description of vulnerable population, flyer, video, tweet)</p>	<p>Leave constructive feedback on a only four different types of items (EMA recommendation summary, description of vulnerable population, flyer, video, tweet)</p>	<p>Leave constructive feedback on only three different types of items (EMA recommendation summary, description of vulnerable population, flyer, video, tweet).</p>	<p>Leave constructive feedback on less than three different types of items (EMA recommendation summary, description of vulnerable population, flyer, video, tweet)</p>	

Comments	
	Final Score: