Sentinel Town is an educational simulation developed by Healthcare Learning Innovations to represent what you may find in any rural community in the U.S. This educational simulation provides a unique opportunity to explore the health and environmental issues facing rural America today, without having to leave your home. You will be able to use a car and/or walk around the community while observing the environment and people of Sentinel Town. Through your observations, you will gather information to assess potential health issues and risks within this virtual learning environment.

We encourage you to keep a notepad nearby and take notes about your observations. You may take the car tour as many times as needed to complete your assignments. You will assess different factors that may contribute to or detract from the health and wellness of the community and its citizens. After making your observations, you will return to the course and complete the related assignments. Please review the grading rubric for each assignment prior to exploring Sentinel Town.

During your first trip through the town, you will focus on the core of the community, its people. You may be asked to describe the people you see and any expected or unexpected findings related to the citizens. Your keen observations will be the foundation to successfully completing this task.

A.  Within Sentinel Town you will notice a camera icon. Use the camera to take pictures within the simulation. Use the "enter text" feature to add your observations to the pictures. Submit a PDF of your photo journal from Sentinel Town that includes the all 12 of the following completed activities from Mill Territory, North Main Territory, Meat Processing Territory, Orchard Farm Territory, South Main Territory, and Dalton Farm Territory.

•   Sentinel K-12 Schoolhouse

•   Wood Mill

•   Sentinel Town Volunteer Fire Station

•   Mathis & Co. Paper Supply

•   Sherriff’s Office

•   Sentinel Town Water Tower

•   Meat Processing Plant

•   Service Station

•   Wind Farm

•   Hiland Feed Store

•   Town General Store

•   U.S. Post Office

**Part 2: Social Media Campaign**

B.  Write your community health nursing diagnosis statement based on a chosen health concern you’ve identified in the simulation, related to Health People 2020 topics.

1.  Explain how the health concern from the nursing diagnostic statement is linked to a health inequity or health disparity within the target population.

a. Discuss the primary community resources and primary prevention resources currently available in Sentinel Town to address the health concern.

b. Discuss the underlying causes of the health concern.

2.  Discuss the evidence-based practice associated with the Field Experience topic.

a. Identify data about the topic from within Sentinel Town.

C.  Develop a community health nursing social media campaign strategy for Sentinel Town that will convey your health message and address the chosen topic by doing the following:

1.  Describe your social media campaign objective.

2.  Recommend two population-focused social marketing interventions and justify how each would improve the health message related to your selected topic.

3.  Describe a social media platform you would use that is appropriate for communicating with the target population in Sentinel Town.

a. Discuss the benefits of the selected social media platform in supporting preventative healthcare.

4.  Discuss how the target population will benefit from your health message.

D.  Describe best practices for implementing social media tools for health marketing.

E.  Create a social media campaign implementation plan by doing the following:

1.  Describe Sentinel Town stakeholder roles and responsibilities in implementing the plan.

2.  Discuss potential public and private partnerships from Sentinel Town that could be formed to aid in the implementation of your campaign.

3.  Create a specific timeline for implementing your campaign.

4.  Explain how you will evaluate the effectiveness of the campaign.

5.  Discuss the costs of implementing your campaign.

F.  Reflect on how social media marketing supports the community health nurse’s efforts to promote healthier populations.

1.  Reflect on how your social media campaign could apply to your future nursing practice

G.  Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

H.  Demonstrate professional communication in the content and presentation of your submission.