**Instructions for Class L127 task**

Competencies

**7019.1.1** : **Epidemiology**

The graduate applies principles of epidemiology to the assessment of the healthcare needs of communities.

**7019.1.2** : **Community Care and Collaboration**

The graduate plans and coordinates community care in collaboration with community partners.

**7019.1.3** : **Community Advocacy**

The graduate develops culturally sensitive and relevant strategies to advocate for populations, based on knowledge of community health systems.

**7019.1.4** : **Community Health Promotion**

The graduate proposes health promotion initiatives and services to promote disease and injury prevention.

**7019.1.5** : **Environmental Health**

The graduate assesses the impact of the environment on the health of the community.

Introduction

Part of cultural competency is advocating for sensitive patient populations with regard to health issues or needed improvements in the community. A big part of advocacy is uncovering effective stories discovered in your community assessment. Equally important is understanding how to broadcast your discoveries to the larger community. In our society today, social media is a powerful leveraging tool to get a story out, build support, and demonstrate advocacy.  
  
In this task, you will be working in Sentinel Town, a simulated environment similar to what you engaged in before. The activities you complete in the Sentinel Town community relay back to your field experience topic and focus on a primary prevention. In addition, you will create a social media campaign to convey a health message to the target population.

Requirements

*Note: This replacement task should only be completed if you have been specifically instructed to do so by your program mentor.*

*Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The originality report that is provided when you submit your task can be used as a guide.*

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

*Tasks may* ***not*** *be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).*

**Part 1: Replacement Field Experience Sentinel Town Project Submission**

*Note: This activity is different than the simulation in C228 Community Health titled “Sentinel City.”*

*Note: Your simulation photo journal must be submitted with your assessment. If both are not submitted at the same time, your task may be returned to you without evaluation.*

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.

File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - \_ . \* ' ( )  
File size limit: 200 MB  
File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

Rubric

**A1:SENTINEL TOWN PDF**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  An appropriate photo journal from Sentinel Town is not provided, or is missing the required activities. | **Approaching Competence**  Not applicable | **Competent**  An appropriate photo journal from Sentinel Town is provided with all required activities. |

**B:Community Health Nursing Diagnostic Statement**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A community health nursing diagnosis statement is not provided for Sentinel Town. | **Approaching Competence**  The community health nursing diagnostic statement does not identify a health concern or risk within Sentinel Town, or does not identify the affected group or community, does not suggest a cause, or does not logically discuss the evidence and/or support for the diagnosis. | **Competent**  The community health nursing diagnostic statement identifies a health concern or risk within Sentinel Town, identifies the affected group or community, suggests a cause, and logically discusses the evidence and/or support for the diagnosis. |

**B1:Health Inequity or Disparity**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  An explanation of how a health concern is linked to a health inequity or health disparity is not provided. | **Approaching Competence**  The explanation does not accurately identify a health inequity or health disparity within the target population, or the explanation does not logically discuss how the identified health inequity or disparity is linked to the health concern identified in part B. | **Competent**  The explanation accurately identifies a health inequity or health disparity within the target population and logically discusses how the identified health inequity or disparity is linked to the health concern identified in part B. |

**B1a:Primary Community and Prevention Resources**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A discussion of the primary community and prevention resources available in Sentinel Town is not provided. | **Approaching Competence**  The discussion is missing key details about the primary community resources and the primary prevention resources available in Sentinel Town, or the discussion is not appropriately related to the identified health concern. | **Competent**  The discussion appropriately details the primary community resources and the primary prevention resources available in Sentinel Town relevant to the identified health concern. |

**B1b:Underlying Causes**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A discussion of the underlying causes of the health concern is not provided. | **Approaching Competence**  The discussion does not accurately identify potential contributing factors for the health concern, or the discussion does not logically propose the underlying causes for the health concern based on potential contributing factors for the health concern. | **Competent**  The discussion accurately identifies potential contributing factors for the health concern and logically proposes the underlying causes for the health concern based on the identified potential contributing factors. |

**B2:Evidence-Based Practice**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A discussion of evidence-based practice associated with the selected topic from Sentinel Town is not provided. | **Approaching Competence**  The discussion is not well supported with evidence-based practice associated with the selected topic from Sentinel Town. Or the discussion is missing key details relevant to the selected Field Experience topic. | **Competent**  The discussion is logical and appropriately includes the evidence-based practice relevant to the selected topic from Sentinel Town. |

**B2a:Identification of Data**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  Data about the selected topic from Sentinel Town is not identified. | **Approaching Competence**  The submission does not logically identify data that relates to the selected topic from Sentinel Town at the local, state, and/or national level. | **Competent**  The submission logically identifies data that relates to the selected topic from Sentinel Town at the local, state, and/or national level. |

**C1:Social Media Campaign Objective**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A description of a social media campaign objective is not provided. | **Approaching Competence**  The description presents an objective for the social media campaign that would not feasibly convey the health message or address the chosen topic from within Sentinel Town. | **Competent**  The description presents an objective for the social media campaign that can feasibly convey the health message and address the chosen topic from within Sentinel Town. |

**C2:Social Marketing Interventions**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A recommendation and justification of 2 social marketing interventions are not provided. | **Approaching Competence**  The justification of 2 recommended social marketing interventions does not describe how each social marketing intervention is population focused, or the justification of 2 recommended social marketing interventions does not logically explain how each social marketing intervention would improve the health message related to the selected topic from Sentinel Town. | **Competent**  The justification of 2 recommended social marketing interventions describes how each social marketing intervention is population focused and logically explains how each social marketing intervention would improve the health message related to the selected topic from Sentinel Town. |

**C3:Social Media Platforms**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A description of the social media platform that would be used is not provided. | **Approaching Competence**  The description of the social media platform that would be used does not include logical rationale for why the selected social media platform is appropriate for communicating with the target population. | **Competent**  The description identifies a social media platform that would be used and includes logical rationale for why the selected social media platform is appropriate for communicating with the target population. |

**C3a:Benefits of Social Media Platform**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A discussion of the benefits of the selected social media platform is not provided. | **Approaching Competence**  The discussion does not logically outline the benefits of the selected social media platform for supporting preventative healthcare, or the discussion does not logically describe how each benefit applies to supporting preventative healthcare. | **Competent**  The discussion logically outlines the benefits of the selected social media platform for supporting preventative healthcare and logically describes how each benefit applies to supporting preventative healthcare. |

**C4:Benefit to Target Population**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A discussion of how the target population will benefit from the health message is not provided. | **Approaching Competence**  The discussion does not logically outline the benefit(s) of the health message for the target population, or the discussion does not logically describe how the benefit(s) of the health message apply to the target population. | **Competent**  The discussion logically outlines the benefit(s) of the health message for the target population and logically describes how the benefit(s) of the health message apply to the target population. |

**D:Best Practices for Social Media**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A description of best practices for implementing social media tools for health marketing is not provided. | **Approaching Competence**  The description of best practices includes one or more practices that are inappropriate for or not specific to the implementation of social media tools for health marketing. | **Competent**  The description identifies best practices that are appropriate and specific for implementing social media tools for health marketing. |

**E1:Stakeholder Roles and Responsibilities**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A description of Sentinel Town stakeholder roles and responsibilities is not provided. | **Approaching Competence**  The description of stakeholder roles and responsibilities in Sentinel Town includes one or more roles or responsibilities that are nonspecific or inappropriate for the implementation of the social media campaign plan. | **Competent**  The description identifies specific stakeholder roles and responsibilities in Sentinel Town that are appropriate for the implementation of the social media campaign plan. |

**E2:Potential Partnerships**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A discussion of potential public and private partnerships is not provided. | **Approaching Competence**  The discussion does not identify both public and private partnerships that could be formed, or the discussion does not logically describe how each potential partnership identified would aid the implementation of the social media campaign plan. | **Competent**  The discussion identifies potential public and private partnerships that could be formed and logically describes how each potential partnership would aid the implementation of the social media campaign plan. |

**E3:Implementation Timeline**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A timeline for implementing the campaign is not provided. | **Approaching Competence**  The timeline for implementing the campaign is unrealistic or is missing key details related to the implementation of the campaign. | **Competent**  The timeline for implementing the campaign is realistic and includes specific details related to the implementation of the campaign. |

**E4:How to Evaluate Effectiveness**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  An explanation of how the effectiveness of the campaign will be evaluated is not provided. | **Approaching Competence**  The explanation does not identify the tools that are necessary for the evaluation of the campaign, does not logically describe the criteria for campaign effectiveness, or does not logically discuss how evaluation tools will be used in the determination of campaign effectiveness. | **Competent**  The explanation identifies the tools that are necessary for the evaluation of the campaign, logically describes the criteria for campaign effectiveness, and logically discusses how evaluation tools will be used in the determination of campaign effectiveness. |

**E5:Cost of Implementation**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A discussion of the costs to implement the social media campaign is not provided. | **Approaching Competence**  The discussion does not identify specific elements of the social media campaign that would require financial support to implement, or the discussion does not logically describe the potential cost of implementing each of these elements. | **Competent**  The discussion identifies the specific elements of the social media campaign that would require financial support to implement and logically describes the potential cost of implementing each of these elements. |

**F:Reflection on Social Media Marketing**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A reflection of how social media marketing supports the community health nurse’s efforts is not provided. | **Approaching Competence**  The reflection does not logically discuss the benefit(s) of using social media marketing for the community health nurse, or the discussion includes one or more nonspecific or illogical examples of how social media marketing supports the community health nurse’s efforts to promote healthier populations. | **Competent**  The reflection logically discusses the benefit(s) of using social media marketing for the community health nurse and logically describes one or more specific examples of how social media marketing supports the community health nurse’s efforts to promote healthier populations. |

**F1:Reflection on Future Nursing Practice**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  A reflection of how the provided social media campaign can apply to the candidate’s future nursing practice is not provided. | **Approaching Competence**  The reflection includes one or more nonspecific or illogical examples of how the social media campaign could apply to the candidate’s future nursing practice. | **Competent**  The reflection logically discusses one or more examples of how the social media campaign could apply to the candidate’s future nursing practice. |

**G:[Sources](https://lrps.wgu.edu/provision/71484321)**

|  |  |  |
| --- | --- | --- |
| **Not Evident**  The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized. | **Approaching Competence**  The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate. | **Competent**  The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available. |

**H:**[**Professional Communication**](https://lrps.wgu.edu/provision/27641407)

|  |  |  |
| --- | --- | --- |
| **Not Evident**  Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic. | **Approaching Competence**  Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective. | **Competent**  Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding. |