

**Rubric – Healthy Habits Campaign (Total: 50 points)**

<b>Category</b>	<b>Excellent (Full Points)</b>	<b>Satisfactory (Partial Points)</b>	<b>Needs Improvement (Few/No Points)</b>	<b>Points</b>
<b>Written Campaign Plan (15 pts)</b>	Well-organized, complete, detailed; includes intro, goals, classroom activity, family connection, and adaptations.	Missing 1–2 required sections or lacks detail.	Incomplete, missing multiple sections, or unclear.	/15
<b>Content Accuracy (10 pts)</b>	Information is accurate, age-appropriate, and clearly explained.	Minor errors or not fully age-appropriate.	Major errors or unclear explanation.	/10
<b>Visual Element (8 pts)</b>	Clear, engaging, colorful, and appropriate for children.	Meets basic requirements but lacks appeal or clarity.	Missing or poorly designed.	/8
<b>Family Handout (7 pts)</b>	Friendly, clear, and useful for families; includes tips or activities.	Basic information, but limited tips or unclear.	Missing or unclear.	/7
<b>Presentation Skills (7 pts)</b>	Speaks clearly, confident, maintains eye contact, uses visuals effectively.	Some reading from notes, occasional clarity issues.	Hard to hear/follow, reads entirely from notes.	/7
<b>Reflection (3 pts)</b>	Thoughtful, specific, addresses cultural and developmental adaptations.	Addresses topic but lacks detail.	Missing or vague.	/3

**Total Points:** \_\_\_\_ / 50