

Scoring Rubric: Media/Communications Outreach Award

Script Your Future Medication Adherence Team Challenge

Scoring Rubric: Media/Communications Outreach Award

There are four focused activity awards.

- Health Disparity/Under-represented Community Outreach Award
- Creative Interprofessional Team Event Award
- **Media/Communications Outreach Award**
- Tech Innovation Award

For the *Media/Communications Outreach Award*, reviews should look for how this media activity complements the broader activities over the 2-month course of the Challenge.

Focused activity award applications, which should be no more than three pages, will be reviewed separately from the national award applications. There are five areas for scoring applications, weighted as follows:

Population Target/Media Goals	20 points
Video Component	25 points
Scalability	20 points
Outcomes Measured	25 points
Lessons Learned	10 points
TOTAL	100 points

Applications will be graded using a scale from 1-10 (with 10 representing the highest quality/points). Reviewers will input the score in each category using the range of 1-10. The worksheet will automatically multiply and populate the spreadsheet, totaling the final score.

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Overall Influence	<i>Non-Applicable (0 points)</i>	<i>Fair (1 -4 points)</i>	<i>Good (5-7 points)</i>	<i>Excellent (8-10 points)</i>
Team Members Does the Team present a methodology for selecting its media focus and customized activities for this outreach?	This proposal does not describe a methodology for selecting its focus and does not described customized outreach.	This proposal slightly describes methodology for selecting its focus and customized outreach activities.	This proposal moderately describes a methodology for selecting its focus and customized outreach activities.	This proposal describes a strong methodology for selecting its focus and customized outreach activities.
Video Component Does the Team produce a video about an aspect of the Challenge to educate patients or promote the Challenge?	This proposal does not include a video.	This proposal includes a video, but it is poor quality.	This proposal includes a video of moderate quality that can be used to educate patients or promote the Challenge.	This proposal includes a high-quality video that can be used to educate patients or promote the Challenge.
Scalability Does this effort have a lasting impact on the community and can another group replicate its success?	This proposal does not describe a lasting impact on the community and it can NOT be replicated.	This proposal describes a moderate, lasting impact on the community and can NOT be replicated.	This proposal describes a moderate, lasting impact on the community and CAN be replicated.	This proposal describes a strong, lasting impact on the community and CAN be replicated.
Lessons Learned Does the Team offer thoughtful solutions to the barriers encountered through the targeted effort?	This proposal does not describe barriers or solutions to any barriers encountered through the effort.	This proposal slightly describes solutions sought by the Team when barriers were encountered.	This proposal moderately describes solutions sought by the Team when barriers were encountered.	This proposal very effectively describes solutions sought by the Team when barriers were encountered.
Outcomes Measured Does the Team report data to support the measured outcomes of its activities?	This proposal does not report data to support measured outcomes of its activities.	This proposal reports 1-3 data points from the recommended list or self-designed data.	This proposal reports 4-8 data points from the recommended list or self-designed data.	This proposal reports 9+ data points from the recommended list or self-designed data.

*** Reference the National Award Rubric appendix or the Events/Activities Log for suggested outcome metrics.*