

Develop an Educational Brochure

Grades

High School

Subjects

Science, Biology, English, Art

Type of Lesson Plan

Project

Suggested Duration

Open ended project.

Materials

- Access to computers, the computer lab, the library, and the Internet
- Examples of Brochures
- Various art supplies (markers, colored pencils, construction paper, glue, tape, scissors)
- Copies of rubric

Objectives

TLW...

- Design an educational brochure intended to educate the public about the harmful health effects of any environmental health topic.
- Conduct research to support the information included in their brochure.

Set

List as many environmental health topics as you can. Pick one and write what you know about it. How does it affect human health? How did you learn about the health effects?

Instructional Input

Invite students to share answers. Discuss the ways students have learned about the health effects of environmental factors. Show an example of a brochure. Have students seen one of these before (most likely they have in the form of anti-smoking or drug pamphlets)? Inform students that the purpose of an educational brochure is to inform the public about health issues.

The student's task is to choose an environmental health topic and develop an educational brochure for it. Brochures should contain the following:

- Title
- An explanation of what the environmental health factor is.
- An explanation of what happens in the environment.
- Description of how humans can be exposed.
- Description of the health effects.
- How to avoid exposure.
- What to do if you are exposed.
- Summary
- A section of references people can access for more information.

Students should be required to hand in a set of references to document the sources of their information. Require three or more and STRONGLY discourage plagiarism.

Formatting

Traditionally, brochures are no longer than one page, filled front and back. Brochures can have simple or elaborate formats, as long as they effectively convey their message. The rationale behind a one-page document is that many people will not take the time to read a multi-page document. Also, it is much easier to distribute a single page brochure to the public than multi-page documents.

Provide examples of brochures for the students. Include a variety of formats (simple, columns, two and three fold pamphlets).

Evaluation

Students will be required to peer review each other's brochure prior to handing them in, using the rubric.

Rubrics should be used to evaluate the brochure. You may develop your own, develop one in conjunction with the class, or use the rubric provided.

Encourage students to use the rubrics to assess their own work as they develop the brochure. You may want to practice using the rubric by allowing students to score sample brochures, matching their scores against yours.

Students may be allowed class time to research and construct their brochure, or you may require that they work on their own, or both. Provide the students with the following links as research sources:

NIH Environmental Health Topics for Kids
<http://www.niehs.nih.gov/kids/hottopics.htm>

Environmental health Perspectives Topic List

<http://www.ehponline.org/topic/>

Brief summary of many different hazardous substances.

http://www.nce.unr.edu/swp/water_factsheets.htm

Excellent links to many pollutants and toxins identified by the EPA.

<http://www.epa.gov/ebtpages/pollutants.html>

Top 20 Hazardous Substances.

<http://www.atsdr.cdc.gov/cxcx3.html>

United States National Library of Medicine

<http://www.nlm.nih.gov/pubs/factsheets/hsdbfs.html>

Closure

You may wish to have the students share their brochures, or even require them to present them in class. After evaluating the brochures, hang them in the hall, the library, the office, the nurse's office, or any place where they might be appropriate. You may even wish to submit them to your local health district for evaluation.

Brochure Rubric

Category	Excellent __ points	Good __ points	Room for improvement __ points	Comments
Content	All required elements of the brochure are included and properly addressed. The reader is educated about all pertinent aspects of the substance's effects on human health.	Most elements of the brochure are included and properly addressed. The reader is educated about most pertinent aspects of the substance's effects on human health.	Half of the required elements of the brochure are missing or are poorly addressed. The reader is confused about the subject or not educated about key issues regarding the substance's effects on human health.	
Formatting	Formatting catches the reader's attention and assists them in locating important information. Formatting enhances the flow of the brochure. Creative.	Formatting is logical and easy to follow. Formatting allows reader to find all necessary information.	Formatting does not have good flow. The reader may be confused by the order of information. The reader may not be able to easily find important information.	
Appearance	Typed neatly with no correction marks. Text lines up and looks like a professionally published document. Graphics are neat and address the topic.	Typed or written neatly with no more than five (5) correction marks. Text lines up and is easily read. Graphics are neat and address the topic.	Not typed or not written neatly. More than 5 correction marks. Text does not line up consistently. Difficult to read. Graphics are not neat and / or do not address the topic.	
Spelling and grammar	No more than one spelling or grammar mistake.	Few (≤ 5) spelling or grammar mistakes.	Many (>5) spelling or grammar mistakes.	
Sources	More than three sources are correctly cited on a separate sheet of paper. Wording of the sheet reflects the student's own words. No plagiarism.	Three sources are correctly cited on a separate sheet of paper, or more than three sources, but not cited correctly. Some of the wording does not reflect the words of the student. Minor plagiarism.	Fewer than three sources cited, and / or sources are not correctly cited on separate sheet of paper. Wording is not that of the student. Plagiarism suspected.	

The Brochure should include

- Title
- An explanation of what the environmental health issue is and what happens in the environment.
- Description of how humans can be exposed and the health effects.
- How to avoid exposure and what to do if exposed.
- Summary
- A section of references people can access for more information.