Advocacy Fact Sheets

Policy Solutions for Better Health
**Purpose**

One of the major responsibilities of a health educator is to develop materials that present valid information on health problems and that advocate for particular solutions to the problems. For this assignment you will develop a fact sheet that addresses one of the health issues that we have studied in the first part of this course.

**Step 1: The Topic**

For this assignment you will be asked to develop a fact sheet that addresses an issue we have studied this semester: sleep deprivation and teens.

**Step 2: Consider Your Target Population**

Your fact sheet should be designed for a members of a local school board. It is important to consider your target population as you design your fact sheet.
Purpose

- develop materials
- present valid information on health problems
- advocate for particular solutions
Topic:
Sleep Deprivation & Schools
Target Population: School Board Members

Photo Source: http://www.browardschools.com/schoolboard/
Research the Problem

- How big is the problem?
- Health issues
- Learning issues
- Risk factors
- Protective factors
Research Potential Solutions

“The main aim of healthy public policy is to create a supportive environment to enable people to lead healthy lives.

Such a policy makes healthier choices possible or easier for citizens. It makes social and physical environments health enhancing.”
Plain Language
Use Plain Language Techniques

- Short words and sentences
- **Common words**
  - Use simple everyday words
  - Cut out unnecessary words
  - Avoid or explain technical words
  - Use acronyms carefully
- **Reading level**
  - 9th grade or lower
    - use Flesch–Kincaid grade level test
Fact Sheet Design Tips
Clear Design Tips

1. Left justify text
2. Choose type that is clear and easy to read
   - Serif fonts for text blocks
     - Palatino
     - Times New Roman
   - Sans Serif fonts for headings
     - Arial
     - Franklin Gothic Demi
Obesity and the Environment

The National Institute of Environmental Health Sciences (NIEHS) is taking an active role in identifying environmental factors that contribute to obesity, one of the nation’s most serious health
Clear Design Tips

• Avoid
  - italics
  - ALL CAPITAL LETTERS BECAUSE IT IS DIFFICULT TO READ.
Clear Design Tips

- Organize the page
- Allow white space
What You Can Do To Help Prevent the Spread of the Flu

Good health habits are an important way to help prevent the spread of the Flu. By developing good health habits now, you will be ahead of the game if and when a pandemic influenza outbreak occurs.

Get your flu shot. The single best way to prevent the flu is to get vaccinated each fall.

Cover your mouth and nose. Cover your mouth and nose with a tissue when coughing or sneezing. It may prevent those around you from getting sick.

Avoid touching your eyes, nose or mouth. Germs are often spread when a person touches something that is contaminated with germs and then touches his or her eyes, nose, or mouth.

Maintain a healthy lifestyle. Get regular exercise, enough rest and eat healthy balanced meals.

Avoid close contact with people who are already sick. Avoid close contact with people who are sick. When you are sick, keep your distance from others to protect them from getting sick too.

Clean your hands. Washing your hands often with soap and water will help protect you from germs. Keep alcohol-based hand sanitizers in your purse, car and backpack, for times when soap and water is not available.

If you get sick, stay home. If possible, stay home from work, school, and errands when you are sick. You will help prevent others from catching your illness.

If you feel sick, call your doctor. If you start to feel sick, call your doctor. Early treatment may help you get better sooner.
Clear Design Tips

• Graphics
  - Educate,
    Don’t Decorate
  - Place them so that
    they don’t
    interrupt the text

http://www.ruralstress.ca/images/stress_graph.gif
Don’t Decorate!
Clear Design Tips

Health Promotion Strategies

The principle health promotion strategies chosen to address the complex problem of medication misuse at a community level were community development, health education, advocacy mass media, and self-help.

Health Promotion Strategies

The principle health promotion strategies chosen to address the complex problem of medication misuse at a community level were:

- Community development,
- Health education,
- Advocacy,
- Mass media, and
- Self-help.

Note Punctuation: commas and period.
Obesity and the Environment

The National Institute of Environmental Health Sciences (NIEHS) is taking an active role in identifying environmental factors that contribute to obesity, one of the nation’s most serious health trends. Environmental factors being considered include:

- community designs that discourage physical activity,
- limited access to affordable and healthy food choices,
- lifestyles that rely on convenience foods,
- increased time spent in sedentary activities such as viewing television and using computers,
- chemicals in the environment that may affect weight gain,
- interactions between genes and

The NIEHS supports research that seeks to understand the many causes of excess weight and identify ways to address them.

Research and Grants
Grants are awarded by NIEHS for research related to the built environment and obesity.

for obesity. Also, researchers are examining gene-environment interactions that favor weight gain.

Public-Private Partnership
In partnership with the Robert Wood Johnson Foundation, the NIEHS is evaluating the effectiveness of the Food Guide.
Documenting References

Modified APA Format
Health Promotion Strategies

The principle health promotion strategies chosen to address the complex problem of medication misuse at a community level were¹:

- Community development,
- Health education,
- Advocacy,
- Mass media, and
- Self-help.

Experts agree¹,³,⁴ that these strategies are most likely to be successful when two or three strategies are used in combination.

Note: This is NOT APA Style
Our Modified Format

• Individual references
  - Follow APA format

• Reference list
  - Number references in order used
  - Won’t be alphabetical
  - Don’t need to indent
  - Can be in 8 or 9 point font size
  - Must be on the actual fact sheet.
Reference List


Note: #5 is a textbook example
Paraphrasing Sources

• Expressing another’s ideas
  - In your own words
• Why paraphrase?
  - Condense to original meaning
  - Think about & understand more completely

“Remember, paraphrasing is not simply changing a word here and there in a sentence. It is rewriting the author’s material in your own words.” (Baugh, 1992, p. 52)
Plagiarism

- Using ideas or words of someone else
  - AND not giving them proper credit

- Types of plagiarism
  - word-for-word
  - lifting out the perfect phrase