Community Awareness

New for 2019 – 2020

Competitors will not be required to show event guidelines at ILC. The event rubric has been updated to a new format. Scholarship information has been added to the guidelines.

Purpose   The purpose of the Community Awareness project is to provide HOSA members with the opportunity to:
1. Develop a project to promote community awareness using health and/or safety issues that may be of local, state, and/or national interest.
2. Assist communities to become more aware of the pros and cons of the health and/or safety issue selected.
3. Promote goodwill and public relations for local HOSA chapters.
4. Evaluate the effectiveness and impact of the project on the community.
5. Go beyond lessons in a classroom to spread awareness on a larger scale.

Description   Community Awareness is a service project designed to raise community awareness of a health and/or safety related issue of local, state and/or national interest. The project, selected by the HOSA chapter, should be one that addresses one specific health and/or safety issue, need or concern and makes a worthwhile contribution to the community. The project should have a direct relationship to the organization's purposes and to Health Science or Biomedical Science Education. Activities are then planned to make the community aware of the health and/or safety issue. The chapter documents each activity as it is planned, conducted and evaluated. When the project is completed, the chapter develops a portfolio that documents and explains the project and activities. A team of 2-4 competitors presents the chapter's project to a panel of judges, using the portfolio as documentation of their accomplishments.

Dress Code   Competitors must be in official HOSA uniform or in proper business attire. Bonus points will be awarded for proper dress. All team members must be properly dressed to receive bonus points.

Rules and Procedures
1. Competitors in this event must be active members of HOSA in good standing in the membership division in which they are registered to compete (Secondary or Postsecondary/Collegiate).

2. Competitors must be familiar with and adhere to the **"General Rules and Regulations of the HOSA Competitive Events Program (GRR)."**

3. The project should demonstrate the HOSA chapter members' ability to work cooperatively with other school groups, community groups and/or volunteers to achieve the goals of the project.

4. The project should demonstrate success in increasing public awareness of the health and/or safety related issue, the HOSA organization and the Health Science or Biomedical Science Education program.

5. Health and/or Safety Area Selected - The area selected is one that would have the most significant impact upon the community and one for which a community awareness campaign can be conducted by the HOSA chapter. Written verification of how the project is selected is to be included in the written summary.

6. Time Line for Project - The Chapter's project activities must be researched, prepped, and conducted within a one-year span. To qualify, the documented project covers only activities conducted from the last day of the International Leadership Conference until the HOSA-Future Health Professionals May 15th deadline. The project must be conducted within this one-year time frame, but the actual activity does not need to be an entire year in duration – one week or even one day activities are acceptable.

The Portfolio

7. The portfolio to be used by the team during judging will be contained in an **official HOSA notebook or portfolio from [Awards Unlimited](#)** (NBK150, NBK 250, or PBK2002). For the 2019 – 2020 membership year portfolios and notebooks with the old or new HOSA logo will both be accepted. The portfolio is limited to a maximum of eight (8) numbered, single-sided pages and will contain the following parts:

    A. **Page 1 (Title Page):** Event Name, Title of activity, school and state, HOSA chapter (name/number, and division), target audience, team member names, One page only.

    B. **Page 2 (Summary):** A summary reflecting the selection of the project issue, goals and objectives of the project and accomplishments, effectiveness and impact of the project. The summary should be typed or word processed, with 12 pt. Arial font and 1 inch margins (Maximum of 1 page).

    C. **Pages 3 – 7 (Supporting Documentation):** The following items must be included as a part of the portfolio documentation (Maximum of 5 pages):

        1. Documentation of the activities conducted as a part of the community awareness project.
        2. Publicity regarding the community awareness project activities and the local HOSA chapter and Health Science or Biomedical Science program, which may include newspaper articles, flyers, website announcements, etc…
        3. Programs, pictures or other verification of students presenting or participating in the project should be included and dated.
        4. The team may include items they developed to support their project such as pamphlets or brochures. If these are included, they must be placed in a binder pocket. This pocket (containing no more than 3 items of the team's choosing) counts as one page. Binder pockets are more durable than sheet protectors and may be found at office supply stores. An example from *Staples* is found at this link-

            https://www.staples.com/Staples-Binder-Pockets/product_SS949677

    D. **Page 8: (Reference Page):** A reference page must be prepared for any materials used during this lesson that were not created by the team. One page only. *Points will be awarded for compiling a clean, legible reference page, but the formatting of the reference page is not judged.*

        Since the American Psychological Association (APA) is the most commonly used resource in the Health Sciences, this information is modified from the APA style to help HOSA members familiarize themselves with it. More information on APA formatting may be found at the [Purdue Online Writing Lab (OWL)](#).

        Your ONE PAGE 'References' title should be centered and sources alphabetized by the author's last name, first initial from the left margin. References should be single spaced and hanging indents should be used for sources requiring multiple lines. Alphabetize anonymous authors

according to the web site or first main word in the title. ***Example**: Web Site (Professional):

CDC.gov. (2017, Feb 15). Health services for teens. *Adolescent and School Health.* Retrieved from https://www.cdc.gov/healthyyouth/healthservices/index.htm.

E. Portfolio pages must be numbered in lower right corner and will be evaluated up to and including the maximum pages per rule 7 A-D. Pages above the maximum allowance will not be evaluated and no points will be given for information in excess pages.

F. Sheet protectors, lamination and page dividers may NOT be used.

G. Portfolio must be in English for judging, and uploaded to Tallo by *each* team member.

Reminder: *In team events, if there is a substitution on the team between regional/state and the ILC, the new team member who will compete at ILC MUST ALSO create a Tallo account and upload the required content. All participating team members at ILC need the material properly uploaded to Tallo.*

8. In addition to the official portfolio described above, teams must bring two (2) copies of the portfolio pages printed on 8 ½ x 11 white paper, stapled at the top left corner, to turn in immediately prior to competing. Copies are exempt from max page limit (since items in the binder pockets may have multiple pages) but copies MUST be identical to original portfolio. The judges will use the official portfolio and copies for judging. Official portfolio will then be returned to the competitor, but the copies will become the property of HOSA-Future Health Professionals.

The Competitive Process

9. **Presentation with Judges –** All team members will report to the event site for the event orientation. At ILC, photo ID must be presented prior to competing. Teams will then report at their appointed time with their official portfolio and two (2) additional plain paper copies.

A. The presentation is to be no more than five (5) minutes. The timekeeper will announce the time when there is one (1) minute remaining in the presentation. The timekeeper will stop the presentation after five (5) total minutes and the team will be excused.

B. **The purpose of the presentation is to communicate information about the project to the judges. The presentation MUST include the:**
   1. purpose for the selection and development of the project;
   2. activities used to promote the project;
   3. accomplishment of goals and objectives of the project;
   4. impact of the project;
   5. evaluation of the success or failures of the project; and
   6. promotion of goodwill and public relations for local HOSA chapters.

C. Teams should explain to the judges, with the documentation in their portfolio, how successful they were in achieving numbers 1-6 in rule 9B. All team members must take an active role in the presentation.

D. Teams will refer to their portfolio during the presentation. Use of index card notes during the presentation are permitted. Electronic notecards (on a tablet, smart phone, laptop, etc…) are permitted, but may not be shown to judges.

10.   Immediately following the presentation, the official portfolio and the 2 copies will be left with the judges, and the competitors will be directed to wait in the holding room. The judges will have four (4) minutes to evaluate the portfolio and complete the rating sheets. After the judges are finished with the original portfolio, it will be returned to the competitors at which time they are free to leave.

11.   In the event of a tie, a tie breaker will be determined by the areas on the rating sheet section(s) with the highest point value in descending order.

12.   By entering this event, the competitors grant permission for their portfolio contents to be used in HOSA publications and on the HOSA website.

13.   HOSA offers numerous scholarships every year to its members interested in pursuing a variety of health careers. As you consider participating in this competitive event, please keep in mind there may be a HOSA Scholarship offered that fits your interests! For more information on the HOSA Scholarship program, please visit http://www.hosa.org/scholarships .

Uploading to Tallo

Each competitor on the team must create a profile on Tallo, an online platform that showcases talent and skills and brings students, colleges, companies, and possibilities together. Competitors will create their online profile by visiting – https://hello.tallo.com/hosa.

Uploading your materials to Tallo is a requirement for most states and for ILC. Failing to upload the required materials will result in significant point loss at competition. Check the event rating sheet for details on how points are awarded.

a)   The main purpose for the partnership with Tallo is two-fold: (1) to provide the HOSA member with a permanent, professional online portfolio to share with universities and future employers and (2) to obtain valuable analytical membership data for HOSA, including demographic, academic, and career interest information. Entities, outside of Tallo, CANNOT access this information without explicit member permission.

b)   Every competitor on the team must create a profile and upload a .pdf of their portfolio to the **Community Awareness** competitive event opportunity on Tallo. ***Detailed instructions*** for doing this are in "step g" below and also available at http://www.hosa.org/tallo as both a .pdf handout and web tutorial video.

c)   The size limit for any files uploaded to Tallo is 2.5 MB. To avoid an upload error, please be sure to save your .pdf as a compressed file or reduce the size of your embedded images. For instructions on how to do this, please visit: http://www.hosa.org/filesize.

d)   Regional and State Process:
    1.   Competitors should check with their state advisor to see if Tallo is being used at the state level. If so, competitors should find out the deadlines for any regional or state conferences. State Advisor Contact information can be found here - http://hosa.org/associations
    2.   The .pdf of the portfolio must be uploaded prior to the state published deadlines.
    3.   States will verify the material has been uploaded prior to any regional or state conferences.

e)   ILC Process:
    1.   For those who advance to the ILC, the .pdf of the portfolio must be uploaded to Tallo by midnight PST May 15, 2020.

> 2. HOSA-Future Health Professionals will verify the material has been uploaded prior to the International Leadership Conference.

f) Changing Content:
  1. If a competitor uploads the .pdf of the portfolio for the regional and/or state level, it does not need to be resubmitted for ILC. Uploading the .pdf of the portfolio ONCE is sufficient for all three levels of competition (regional, state, ILC).
  2. **However,** competitors ARE allowed to change the content of their portfolio between conferences. IF such content changes are made, competitors should replace their original upload on Tallo with the most current version.
  3. The .pdf of the portfolio that is in Tallo on May 15, 2020 is considered final and may be used for judging at ILC 2020.

g) Tallo Instructions
  1. Join Tallo-
     a. Go to http://www.hosa.org/tallo.
     b. Click the "Create Your Profile" button and create your account.
     c. Add HOSA to your profile-
        i. Click the blue "Profile" tab at the top left of the screen.
        ii. Click the blue "Edit Profile" button at the top right of the screen (underneath the account dropdown menu).
        iii. Select "Associations" from the bar on the left side of the screen.
        iv. Type in "HOSA-Future Health Professionals" and select from the dropdown menu.
  2. Search for HOSA Competitive Event-
     a. Select "Opportunities" at the top of your screen when logged in.
     b. In the "Organization Name" search box type in "HOSA"; wait for the list of pre-populated organizations to appear, and then select your state association from the drop-down box (Example: HOSA-Future Health Professionals | California). Click the blue "Search" box.
     c. Select your competitive event from the list that appears to the right (Make sure that you have selected the proper state!).
  3. Submit Materials and Apply for Competitive Event-
     a. Follow the steps and provide required information for your event.
     b. Click "Apply Now" when ready to submit.
     c. You have until the state deadline (contact state advisor) or ILC deadline (May 15, 2020) to change any content and re-upload your submissions. The material in Tallo as of May 15, 2020 is considered final for ILC.
     d. To edit your submission-
        i. Click the dropdown menu on the top right of your screen in Tallo.
        ii. Click "My Opportunities" and select your event.
        iii. Follow the instructions for editing your submission.

Competitors must provide
  ☐ A .pdf of the portfolio uploaded to Tallo by *each team member* by published deadline
  ☐ Photo ID
  ☐ Official HOSA notebook or portfolio from Awards Unlimited (NBK150, NBK 250, or PBK2002) to be used during the presentation
  ☐ #2 lead pencils with eraser (for evaluation)
  ☐ Two (2) plain paper copies of the portfolio
  ☐ Notes on index cards or in electronic format for use during the presentation (optional)
  ☐ Watch with second hand (optional)

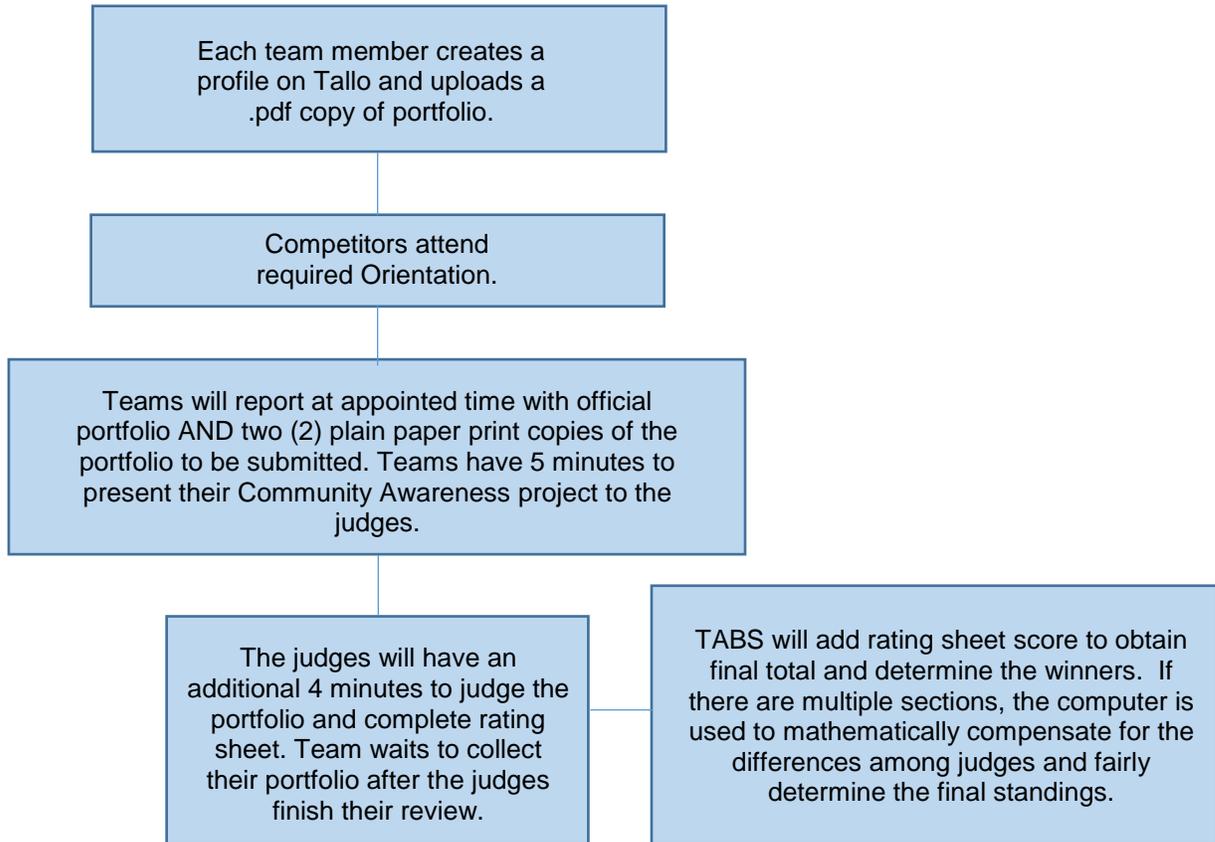## FOR SPECIFICS ON EVENT MANAGEMENT SEE MANAGING COMPETITIVE EVENTS

Required Personnel
- ☐ One Event Manager (per event)
- ☐ One Judge Manager (JM) to provide quality assurance for the event by ensuring that the guidelines are followed and all event documents are complete.
- ☐ One Section Leader per section
- ☐ Two to three judges per section
- ☐ One timekeeper per section
- ☐ One-two event assistants per section

Facilities, Equipment & Materials (Per Section)
- ☐ One room per section, with a table and chairs for judges. (see HOSA Room Set)
- ☐ List of competitors for check-in
- ☐ List of competitors who have uploaded materials to Tallo by deadline
- ☐ Stopwatch
- ☐ Flash card for 1 minute remaining
- ☐ Rating sheets – one per judge per team
- ☐ Evaluation Forms – competitor, judge, and personnel
- ☐ #2 lead pencils (judges & evaluations)
- ☐ Expandable file folder or box for collecting portfolio copies (optional)
- ☐ Copy of guidelines for judges
- ☐ Hand sanitizer (alcohol based handrub)

Event Flow Chart

Each team member creates a profile on Tallo and uploads a .pdf copy of portfolio.

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Competitors attend required Orientation.

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Teams will report at appointed time with official portfolio AND two (2) plain paper print copies of the portfolio to be submitted. Teams have 5 minutes to present their Community Awareness project to the judges.

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The judges will have an additional 4 minutes to judge the portfolio and complete rating sheet. Team waits to collect their portfolio after the judges finish their review.

TABS will add rating sheet score to obtain final total and determine the winners. If there are multiple sections, the computer is used to mathematically compensate for the differences among judges and fairly determine the final standings.

COMMUNITY AWARENESS – Judge's Rating Sheet

Section # _____   Division: SS ____ PS/Collegiate ____

Team # _____   Judge's Signature _____

A. Community Awareness	JUDGE SCORE
No partial points are given in Section A. All seven items MUST be completed to receive 30 points. If any portion is missing, Section A is scored a 0. For more information on the all/none points, please visit: http://www.hosa.org/judge	**A. Points for following Guidelines:** ☐ Official HOSA portfolio used, numbered pages not exceeding max pages (8), in English. (Binder pockets contain no more than 3 items – counting as 1 of 8 pages) ☐ Two (2) plain paper copies of portfolio, matching original portfolio, are submitted. ☐ Reference page is included in portfolio ☐ Title Page – Event Name, Title of activity, target audience, team member names, HOSA chapter (name/number, and division), school and state/country. One page only. ☐ NO sheet protectors, page dividers or lamination used. ☐ A .pdf of the portfolio was uploaded to Tallo (by EACH team member) by the published deadline. ☐ Nothing except portfolio shown to judges **All or nothing:** **30 points** **or** **0 points**	

B. Quality of Portfolio	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 1 point	JUDGE SCORE
1. Page 2 of Portfolio: "Summary"	Summary provides an outstanding reflection of the project issue, goals, and objectives of the project. The accomplishments, effectiveness and impact of the project are clearly defined, thoughtful, and well-executed.	The summary of the project issue, goals & objectives of the project are good, and provide a quality reflection of the project.	The summary of the project is adequate, an average level of summarization is provided on the accomplishments and effectiveness of the project.	More attention is needed in the summary of the selection of the project issue, goals & objectives.	The summary did not do a sufficient job in reflecting the project issue, goals & objectives, accomplishments, effectiveness & impact of the project.	
2. Strength of publicity	High-level publicity and exposure helped to tell the story of this project throughout the community in four or more media sources (such as newspaper articles, flyers, etc…).	The publicity for this project was promoted in three forms of media.	The project was promoted in two forms of media.	The project received low-level visibility in one form of media.	The project was not promoted in any form of media.	
3. Evidence of student participation	Four or more forms of evidence (such as dated programs, pictures, etc.) were provided to demonstrate widespread student participation.	Three examples of significant student participation were provided in this project.	There are two examples of limited student participation in this project.	There is one form of evidence of little student participation in this project.	There is no evidence of student participation.	

B. Quality of Portfolio	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 1 point	JUDGE SCORE
4. Items developed to support project	Four or more high quality items (such as pamphlets, brochures, etc.) were developed to support this project.	Three good quality items were developed to support this project.	Two average quality items were shared to support the development of this project.	One item was developed to support this project and it was not of good quality.	No items were created to support this project.	
5. Spelling, grammar, punctuation, neatness	There are no spelling or grammatical errors throughout the entire portfolio. The portfolio is very neat and presentable.	There are a few minor misspellings or grammatical errors that will be easy to fix to make it appeal to the viewer. The portfolio is neat, with only minor examples where the pages could be better organized.	There is a mix of good spelling and poor spelling or proper grammar and improper grammar. The portfolio is presentable, although some pages appear to be cluttered or busy.	There are either several misspellings or there is very little correct grammar present in the portfolio. Portfolio needs more organization or attention to detail.	There are many misspellings and overall weakness within the portfolio. The portfolio looks unprofessional.	

C. Presentation to Judges: Project and Process	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 1 point	JUDGE SCORE
1. Purpose for selection/ development of project	A clear purpose for the selection and development of the project was provided to the judges.	The purpose for the selection and development of the project was mostly clear in the presentation to judges.	The purpose for the selection and development of the project was moderately clear in the presentation to judges.	There was some detail provided for the purpose and selection of the project, however more information is needed.	The purpose and development of this project was unclear.	
2. Project promotes community awareness of a health and/or safety issues	Selected project clearly focuses on a health or safety issue of local, state, or national interest.	n/a	n/a	n/a	Selected project does not reflect a health or safety issue.	
3. Objectives/ accomplishments of project	The activities used to promote this project were detailed with clear objectives and several accomplishments were highlighted in the presentation.	The activities used to promote the project were mostly clear; objectives and accomplishments were highlighted.	The objectives and accomplishments of the project were somewhat highlighted in this presentation.	The objectives were somewhat clear, little demonstration of accomplishments were evident in the presentation of the project.	The objectives of the project were not clear and there was little evidence of accomplishments made throughout the presentation of the project.	
4. Project impact	Clear and informative demonstration of the positive impact the project had on the community.	The presentation was mostly clear on the positive impact made on the community.	The project displayed some impact in the community. More detail would have been appreciated.	A small impact on the community was demonstrated in the presentation of this project.	The project did not appear to make a strong impact on the community.	
5. Evaluation of success/failure of project	The team strongly highlighted the success and failure of the project and had evidence to back up their findings. Excellent reflection of the project.	The team highlighted the success and failure of the project with only some evidence. Good reflection of the project.	The team shared some feedback on the success and/or failure of the project.	The team presented very little on the evaluation process of the project. Few details were provided.	No evidence of evaluation of the project was presented.	
6. Understanding of problem / health issue	Demonstrates clear evidence of a deep, insightful understanding of the problem or health issue.	Shows a solid grasp of understanding of the problem or health issue.	Demonstrates an average understanding of the problem or health issue. Judges left with a few questions.	Shows a basic understanding of the problem or health issue. Judges left with more questions than answers.	Team is not able to demonstrate an understanding of the problem or health issue.	

C. Presentation to Judges	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 1 point	JUDGE SCORE
7. Cooperative work with community partners	The team provided four or more high quality examples of cooperative work with community partners to promote and reach the project goal.	Three quality examples of cooperative work with community partners to promote and reach the project goal were shared.	Two average quality examples of cooperative work with community partners to promote and reach the project goal were provided.	One example of cooperative work with a community partner to promote and reach the project goal was provided and it was not of high quality.	No evidence of cooperative work with community partners was provided.	
D. Presentation Delivery	**Excellent 5 points**	**Good 4 points**	**Average 3 points**	**Fair 2 points**	**Poor 1 point**	**JUDGE SCORE**
1. Voice Pitch, tempo, volume, quality	Each speaker's voice was loud enough to hear. The speakers varied rate & volume to enhance the speech. Appropriate pausing was employed.	Each speaker spoke loudly and clearly enough to be understood. The speakers varied rate OR volume to enhance the speech. Pauses were attempted.	Each speaker could be heard most of the time. The speakers attempted to use some variety in vocal quality, but not always successfully.	Most of the speaker's voices were low. Judges have difficulty hearing the presentation.	Judge had difficulty hearing and/or understanding much of the speech due to low volume. Little variety in rate or volume.	
2. Stage Presence Poise, posture, eye contact, and enthusiasm	Movements & gestures were purposeful and enhanced the delivery of the speech and did not distract. Body language reflects comfort interacting with audience. Facial expressions and body language consistently generated a strong interest and enthusiasm for the topic.	The speakers maintained adequate posture and non-distracting movement during the speech. Some gestures were used. Facial expressions and body language sometimes generated an interest and enthusiasm for the topic.	Stiff or unnatural use of nonverbal behaviors. Body language reflects some discomfort interacting with audience. Limited use of gestures to reinforce verbal message. Facial expressions and body language are used to try to generate enthusiasm but seem somewhat forced.	Most of the speaker's posture, body language, and facial expressions indicated a lack of enthusiasm for the topic. Movements were distracting.	No attempt was made to use body movement or gestures to enhance the message. No interest or enthusiasm for the topic came through in presentation.	
3. Diction*, Pronunciation** & Grammar	Delivery emphasizes and enhances message. Clear enunciation and pronunciation. No vocal fillers (ex: "ahs," "uh/ums," or "you-knows"). Tone heightened interest and complemented the verbal message.	Delivery helps to enhance message. Clear enunciation and pronunciation. Minimal vocal fillers (ex: "ahs," "uh/ums," or "you-knows"). Tone complemented the verbal message	Delivery adequate. Enunciation and pronunciation suitable. Noticeable verbal fillers (ex: "ahs," "uh/ums," or "you-knows") present. Tone seemed inconsistent at times.	Delivery quality minimal. Regular verbal fillers (ex: "ahs," "uh/ums," or "you-knows") present. Delivery problems cause disruption to message.	Many distracting errors in pronunciation and/or articulation. Monotone or inappropriate variation of vocal characteristics. Inconsistent with verbal message.	
4. Team Participation	Excellent example of shared collaboration in the presentation of the project. Each team member spoke and carried equal parts of the project presentation.	N/A	The team worked together relatively well. Some team members spoke more than others.	N/A	One team member dominated the presentation.	
					Total Points (110):	

*Definition of Diction – Choice of words especially with regard to correctness, clearness, and effectiveness.
**Definition of Pronunciation – Act or manner of uttering officially