

HCAS Case Competitions

Fall 2020

Health Communication Toolkit Case Competition

Halmos College of Arts and Sciences (HCAS)

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HEALTH COMMUNICATION TOOLKIT CASE COMPETITION

Pre-Health Case Competition Notes for Consideration

- Students will create a Health Communication Tool Kit
 - They will need to select one food borne illness from the list
- Information Session September 10th
- Health Communication Tool Kit due and Video Proposal by November 12th
- Winner announcement will occur on *Friday, December 11th*
- **Potential prize is to have the winning team's information tool kit implemented across campus**

Case Competition Description

The USDA (United States Department of Agriculture) has issued multiple teams to create a Health Communication Tool kit educating the South Florida Community on common food borne illnesses and antibiotic resistance associated with it. The goal of this Toolkit is to provide the public helpful suggestions and resources to guide best practices within the South Florida community before, during and after an outbreak. As a part of your communication toolkit you're expected to also assess and address the challenges in food safety as it relates to the antibiotic resistance of the foodborne illness.

You're one of the USDA's teams (1- 4 members per team) selected for this initiative and have been tasked with selecting a food borne illness which will be the focus of your health communication tool kit. The goal of this health communication toolkit is to educate, prepare, and assess implications associated with this food borne illness and antibiotic resistance within the South Florida community. Your team will submit your Health Communication Toolkit and Video Proposal to be reviewed by the USDA Team (faculty judges).

STEP ONE:

Develop your team (1 – 4 members per team). By emailing casecompetitions@nova.edu and listing all your team members with their contact information.

STEP TWO:

List of food borne illnesses

Choose one food borne illness from this list:

- [Food Borne Illnesses by the CDC](#)

STEP THREE:

Develop your Health Communication Toolkit, see full breakdown below:

Introduction/Abstract (2 pages in full)

- Introduce the food borne illness (science behind the illness and how it affects the human body)
- Purpose of this health communication tool kit
- Target Population
- Collaborators
- Overview of strategies/action plan to educate the public on this food borne illness
 - Demonstrate key take-aways from trends and research

Components of a Health Communication Tool Kit (3 pages in full)

- Action plan for preventative measures within the targeted community
- Create Social media/ Marketing Plan (*for one week*)

- Develop Public Awareness Campaigns and Graphics to support your action plan (I.e. poster board, digital graphic, YouTube video)

Antibiotic Resistance of Food Borne Illness (1 page in full)

- Research the topic of “Antibiotic Resistance” as it relates to the food borne illness you have selected:
 - Provide an overview of the research on this topic to see how antibiotics/antibiotic resistance has or has not played a role in your selected food borne illness.
 - Explain how your healthcare toolkit or other strategies can prevent and control the spread of “Antibiotic Resistance” which can also involve:
 - Policy Making
 - Best Practices by Healthcare Professionals
 - Research & Development
 - Agriculture Sector Trends

Additional Considerations (1 – 2 pages in full)

- Current Treatment Plans
- Evaluation of tool kit effectiveness
- Additional Resources and Community Engagement Avenues

STEP FOUR:

Develop a video pitching to the judges your Health Communication Toolkit

- Describe each component of your tool kit
- Explain your process and reasoning behind your choices (I.e. medium, methods, etc)

PRIZES:

1st Place Team-- \$300 (awarded via one gift card)