

Checklist Blog Element

1. Is it clear which audience the author aims to target?
2. How can you tell this?
3. Does the blog accurately align to the intended audience (use of text, technology)?
4. Does the blog discuss the public health problem of concern?
5. Does the blog clearly describe a digital technology and how it is used for health promotion?
6. Is the aim of the blog clearly stated?
7. Does the blog explain different relevant terminology?
8. Are interesting and novel ideas presented that encourage behaviour change?
9. Does the blog describe how the digital health promotion technology will address the identified health problem?
10. Is this written in a clear way?
11. Do the discussions follow a good structure (detailed or not, to the point, clear)?
12. Is there effective use of statistical data?
13. Are these data sources credible?
14. How does the author use colour combinations?
15. Is a catchy heading used?
16. Are discussions supported with clear and illustrative images, charts, tables?
17. Are discussions supported with in text references from credible academic sources?
18. Are relevant recommendations discussed?
19. Does the blog make correct use of captions/ sub headings?
20. Are main points highlighted (bullet points, colours,...)?
21. Is the blog engaging with its readers (respond to questions, social media, web links)?
22. Does the blog follows an appropriate format (text,...)?

Checklist Poster Element

1. Is it clear which audience the poster aims to target?
2. How can you tell this?
3. Does the poster discussions include the required elements indicated in the assignment brief?
4. Are the required elements i.e., Background, values/Principles of Health Promotion, Behaviour Change Theory, Expected Outcome, and Conclusion accurately addressed?
5. Is there a poster title, including student name, university program and student email?

6. Does the poster describe a designed intervention that promotes health of a population group?
7. Does the poster describe how the designed intervention will address the identified health problem?
8. Is this written in a clear way?
9. Do the discussions follow a good structure (detailed or not, to the point, clear)?
10. Are the discussions written to the point?
11. Are keywords used to make the message stand out?
12. Is there effective use of statistical data?
13. Are these data sources credible?

14. How does the author use colour combinations?
15. Is a catchy heading used?
16. Are discussions supported with clear and illustrative images, charts, tables?
17. Are discussions supported with in text references from credible academic sources?

18. Does the poster make correct use of captions/ sub headings?
19. Are main points highlighted (bullet points, colours,...)?
20. Does the poster use an appropriate format (text size,...)?
21. Is a reference list added that accurately follows Harvard referencing style format?