

## **Accessing valid information California Health Standard 3**

All students will demonstrate the ability to access and analyze health information, products, and services.

### **Characteristics of student work**

This skill category evaluates the students' ability to access valid health information and health-promoting products and services. The purpose of this assignment is to help students identify tactics used by media to get consumers to buy their products.

### **Guidelines**

- Find and attach three magazine advertisements to this sheet.
- For each advertisement, answer questions 1 – 5.
- Watch one television commercial answering the same questions below.
- If a television is not available then use a fourth magazine advertisement.

### **Skill Cues**

- Identifies or cites specific sources
- Evaluates validity of source
- Provides rationale for appropriateness of source

### **Assessment Project**

- Media analysis worksheet

### **Rubric**

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| <b>4</b> | The response shows evidence of the ability to apply health skills; the response is complete and shows proficiency in the skill.     |
| <b>3</b> | The response shows evidence of the ability to apply health skills; the response is mostly complete but may not be fully proficient. |
| <b>2</b> | The response shows some evidence of the ability to apply health skills; the response may have inaccuracies or be incomplete.        |
| <b>1</b> | The response shows little or no evidence of the ability to apply health skills.   |