

Please read the instructions printed at the end of this form. A Unit Recording Sheet must be completed for each candidate and unit.										
Unit Title	Health promotion campaigns				Unit Code	R035	Session		Year	2 0
Scenario Title										
Centre Name							Centre Number			
Candidate Name							Candidate Number			
Marking Criteria							Teacher Comments		Mark	Page No.
Task 1a – Topic Area 1: Current public health issues and the impact on society										
MB1: 1 - 2 marks		MB2: 3 - 4 marks		MB3: 5 - 6 marks						
<p>Brief explanation of reasons for choice of the public health challenge.</p> <p>Limited understanding of why addressing this public health challenge is important to a healthy society.</p> <p style="text-align: right;">[1 2]</p>		<p>Sound explanation of reasons for choice of the public health challenge.</p> <p>Partial understanding of why addressing this public health challenge is important to a healthy society.</p> <p style="text-align: right;">[3 4]</p>		<p>Comprehensive explanation of reasons for choice of the public health challenge.</p> <p>Full understanding of why addressing this public health challenge is important to a healthy society.</p> <p style="text-align: right;">[5 6]</p>						
									/6	

Marking Criteria			Teacher Comments	Mark	Page No.
Task 1b – Topic Area 1: Current public health issues and the impact on society Topic Area 2: Factors influencing health					
MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7- 9 marks			
Brief explanation of the factors that could influence the health and wellbeing of the target audience. Brief explanation of the barriers to leading a healthy lifestyle for the target audience. <div>[1 2 3]</div>	Sound explanation of the factors that could influence the health and wellbeing of the target audience. Sound explanation of the barriers to leading a healthy lifestyle for the target audience. <div>[4 5 6]</div>	Comprehensive explanation of the factors that could influence the health and wellbeing of the target audience. Comprehensive explanation of the barriers to leading a healthy lifestyle for the target audience. <div>[7 8 9]</div>		/9	
MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7- 9 marks			
Brief explanation of the benefits of following the advice of the health promotion campaign on the chosen target audience in terms of PIES. <div>[1 2 3]</div>	Sound explanation of the benefits of following the advice of the health promotion campaign on the chosen target audience in terms of PIES. <div>[4 5 6]</div>	Comprehensive explanation of the benefits of following the advice of the health promotion campaign on the chosen target audience in terms of PIES. <div>[7 8 9]</div>			
Task 2 – Topic Area 3: Plan and create a health promotion campaign					
MB1: 1 - 4 marks	MB2: 5 - 8 marks	MB3: 9 - 12 marks			
Produces a basic plan for a health promotion campaign. Demonstrates a limited understanding of: <ul style="list-style-type: none"> the aims of the campaign timescales resources needed safety considerations communication methods to be used to engage the target audience feedback. <div>[1 2 3 4]</div>	Produces a sound plan for a health promotion campaign. Demonstrates a partial understanding of: <ul style="list-style-type: none"> the aims of the campaign timescales resources needed safety considerations communication methods to be used to engage the target audience feedback. <div>[5 6 7 8]</div>	Produces a comprehensive plan for a health promotion campaign. Demonstrates a full understanding of: <ul style="list-style-type: none"> the aims of the campaign timescales resources needed safety considerations communication methods to be used to engage the target audience feedback. <div>[9 10 11 12]</div>		/12	

Marking Criteria			Teacher Comments	Mark	Page No.
Task 3 – Topic Area 4: Deliver and evaluate a health promotion campaign					
MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5 - 6 marks			
Introduction to the campaign is brief . Demonstrates basic communication skills. [1 2]	Introduction to the campaign is adequate . Demonstrates sound communication skills. [3 4]	Introduction to the campaign is effective . Demonstrates effective communication skills. [5 6]			
MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5 - 6 marks		/6	
Delivers a simple health promotion campaign. [1 2]	Delivers a sound health promotion campaign. [3 4]	Delivers a complex health promotion campaign. [5 6]			

Task 4 – Topic Area 4: Deliver and evaluate a health promotion campaign					
MB1: 1 - 4 marks	MB2: 5 - 8 marks	MB3: 9 - 12 marks			
Basic evaluation of strengths and weaknesses of: • planning • communication skills • engaging individuals. Limited suggestions for improvement. Limited use of feedback. [1 2 3 4]	Sound evaluation of strengths and weaknesses of: • planning • communication skills • engaging individuals. Adequate suggestions for improvement. Partial use of feedback. [5 6 7 8]	Comprehensive evaluation of strengths and weaknesses of: • planning • communication skills • engaging individuals. Detailed suggestions for improvement. Full use of feedback. [9 10 11 12]			
Total				/12	
				/60	

Please tick to confirm this work has been standardised internally

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).

A Centre Authentication form (CCS160) **must** be completed for each submission to the moderator. This **must** be held in your centre to be available on request at centre inspection.

Guidance on Completion of this Form

- 1 One form should be used for every candidate.
- 2 Please make sure that all parts of the form are completed.
- 3 Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle/highlight the mark awarded for each strand of the marking criteria in the appropriate box.
- 5 Enter the circled/highlighted mark in the 'Mark' column.
- 6 Add the marks for the strands together to give a total out of 60. Enter this total in the relevant box.
- 7 For Paper-based submissions, one of these sheets, suitably completed, should be attached to the assessed work of each candidate.
- 8 For Electronic Internal submissions, prior to submitting 'candidate evidence' to OCR (via the Repository/SfA or via a USB), the Centre should add a separate folder containing the Unit Recording Sheets.