

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			
<p>Brief explanation of the factors that could influence the health and wellbeing of the target audience.</p> <p>Brief explanation of the barriers to leading a healthy lifestyle.</p> <p style="text-align: right;">[1 2 3]</p>	<p>Sound explanation of the factors that could influence the health and wellbeing of the target audience.</p> <p>Sound explanation of the barriers to leading a healthy lifestyle.</p> <p style="text-align: right;">[4 5 6]</p>	<p>Comprehensive explanation of the factors that could influence the health and wellbeing of the target audience.</p> <p>Comprehensive explanation of the barriers to leading a healthy lifestyle.</p> <p style="text-align: right;">[7 8 9]</p>		/9	
MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7- 9 marks			
<p>Brief explanation of the benefits of following the advice of the health promotion campaign on the chosen target audience in terms of PIES.</p> <p style="text-align: right;">[1 2 3]</p>	<p>Sound explanation of the benefits of following the advice of the health promotion campaign on the chosen target audience in terms of PIES.</p> <p style="text-align: right;">[4 5 6]</p>	<p>Comprehensive explanation of the benefits of following the advice of the health promotion campaign on the chosen target audience in terms of PIES.</p> <p style="text-align: right;">[7 8 9]</p>		/9	

Task 2 – Topic Area 3: Plan and create a health promotion campaign			Teacher Comments	Mark	Page No.
MB1: 1 - 4 marks	MB2: 5 - 8 marks	MB3: 9 - 12 marks			
<p>Produces a basic plan for a health promotion campaign.</p> <p>Demonstrates a limited understanding of:</p> <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. <p style="text-align: right;">[1 2 3 4]</p>	<p>Produces a sound plan for a health promotion campaign.</p> <p>Demonstrates a partial understanding of:</p> <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. <p style="text-align: right;">[5 6 7 8]</p>	<p>Produces a comprehensive plan for a health promotion campaign.</p> <p>Demonstrates a full understanding of:</p> <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. <p style="text-align: right;">[9 10 11 12]</p>		/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]		/6	
MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5 - 6 marks			
Delivers a simple health promotion campaign. [1 2]	Delivers a sound health promotion campaign. [3 4]	Delivers a complex health promotion campaign. [5 6]		/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]		/12	
Total				/60	

Please tick to confirm this work has been standardised internally	<input type="checkbox"/>
---	--------------------------

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.