

American Dental Association Health Literacy Contest for Dental Students - Evaluation Rubric

Student Name or Number:								
Parameter	Grading Description	Yes	No					
Syntax and Form	Answer Yes or No to the following criteria: 1. Essay has at least 500 words but does not exceed 700 words 2. ONE clear main idea or message is visible at the beginning of the essay 3. Font is Arial 12 4. SMOG is not greater than 7. 5. No grammar errors 6. Margins are one inch (top, bottom and sides) 7. If jargon is used, an explanation is provided. Jargon is the professional language used in oral health teaching, research, and training. For further information, check the Federal Plain Language Guidelines . 8. A cover sheet is included with title, author's name, dental school and contestant's email address. 9. The title should be in bold font and subheadings, if any are in bold font. 10. Reference list is included with a minimum of five evidence-based scientific references. See Critical Assessment Skills Programme: Making Sense of Evidence 11. Contestant has provided certificate of completion for CDC Health Literacy for Public Health Professionals online training . Submit PDF of Certificate of Completion. 12. Contestant has provided certificate of completion for CDC Writing for the Public online training . Submit PDF of Certificate of Completion.							
If you answered no to any of the above criteria, this entry is disqualified! Do not proceed past this point for scoring.								
Scoring Instructions	If you answered yes, to all of above criteria, enter a score of 9, below, under Syntax and Form Total, indicated by the large blue arrow below. For the remaining parameters, insert the score in the appropriate cells to the right. Select from one of four categories: not able to evaluate (0 points), major correction needed (4 points), acceptable (9 points) or excellent (13 points).	Scoring Instructions						
		Syntax and Form (9 Points)	Not Able to Evaluate (0 Points) <i>Enter 0 in the appropriate cells, below.</i>	Major Correction (4 Points) <i>Enter 4 in the appropriate cells, below.</i>	Acceptable (9 Points) <i>Enter 9 in the appropriate cells, below.</i>	Excellent (13 points) <i>Enter 13 in the appropriate cells, below.</i>	Total Points <i>(Excel will compute)</i>	Weighted Score <i>(Excel will compute)</i>
Scope, Content and Sources	1. Essay provides science based information about important things parents/caretaker/consumer should know about the HPV vaccine and its role in the prevention of oropharyngeal cancer. 2. Essay provides general information about the HPV vaccine and its role in the prevention of oropharyngeal cancer. 3. Essay addresses the plain language science defining oropharyngeal cancer, how it can be prevented by HPV vaccination and the benefits of getting vaccinated. 4. Writing style of the article attracts and engages the readers attention.						0	
							0	
							0	
							0	
	5. References represent the best or very good available scientific evidence available. Content aligns with best or very good available scientific evidence. (e.g. all content and recommended actions, including their benefit or harm, is evidence-based.) Content is supported by ADA Clinical Guidelines or Recommendations (if existing). See http://www.casp-uk.net/ for more information on using critical appraisal skills to assess scientific evidence. Limit three (3) website references only.						0	
	Scope, Content and Sources - Weighted Score (55%)							0
Action and Actionability	1. Presence of a recommended action(s): a recommended action would be a clear suggestion(s) of how the HPV vaccine can prevent oropharyngeal cancer. 2. Recommended action is practical/feasible: a practical or feasible recommended action would be a clear and easily performed action to prevent oropharyngeal cancer by getting the HPV vaccine. 3. The essay: <ul style="list-style-type: none"> ➢ Includes a statement of how the action will be beneficial for the reader (parent, patient, consumer or person they care for). ➢ Includes a statement of how the action (for reader or who they might take care of (parent/caregiver) will be beneficial for a diverse readership - (ex: dental provider looking to share information with patient, parent, consumer, caretaker) ➢ Should be true for the vast majority of the intended audience (i.e. not too specialized). 						0	
							0	
	Action and Actionability - Weighted Score (35%)							0
Syntax and Form	Syntax and Form Weighted Score (10%)						0	0
Final Score							Final Score	0

Insert Syntax and Form score here.

