

2027-04-29 · 80 minutes

# Product submit

**Your goal:** Finalize and submit your evidence-based public health communication product.

**One product:** Finalized public health communication product combining the evidence-based message with citation, privacy statement, revised wireframe, and confirmed audience fit.

**Question:** How can you show that your message, privacy statement and revised design agree before you submit?

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## Start the work

Collect only what the purpose needs, test combinations and related releases, and describe the actual design without promising zero risk.

1. Combine your message, privacy statement, and wireframe.
2. Confirm the recommendation is supported by cited evidence.
3. Check usability and audience fit one last time.
4. Add citations for all health claims.
5. Submit the product and confirm it in your tracker.

If the assignment or access is missing, save the dated product and mark submission pending. Follow teacher name and filename instructions locally. Keep actual myPLTW and Schoology evidence separate.

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## Words you will use

### **public health**

Work aimed at protecting and improving health across communities.

### **health communication**

Sharing health information in a form an audience can use.

### **product**

The complete item you create for a stated purpose.

### **audience**

The specific people a message is designed to reach.

**audience profile**

Stated needs and conditions used to guide a design.

**audience fit**

How well a design meets the stated needs of its intended readers.

**criterion**

A specific requirement used to judge work.

**constraint**

A limit the design must respect.

**evidence**

Information that can support or challenge a claim.

**health claim**

A statement about health, disease or an effect on health.

**recommendation**

A proposed action supported by reasons.

**citation**

Information identifying where support came from.

**credible source**

A source with relevant expertise and information that can be checked.

**traceable**

Possible to follow back to its stated origin.

**URL**

A web address used to locate a page.

**qualification**

Wording that limits a claim to what the evidence supports.

**uncertainty**

What the available information does not establish.

**influenza**

The viral illness also called flu.

**vaccination**

Giving a vaccine to help the immune system prepare for a disease.

**risk**

The chance of an outcome in stated conditions.

**complication**

An additional health problem associated with an illness.

**eligibility**

Whether a person meets the conditions for a service or action.

**privacy**

Control and protection concerning information about people.

**personal information**

Information that identifies someone or can be linked to them.

**collection**

Obtaining or recording information.

**access rule**

A statement of who may use information and what they may do.

**retention**

Keeping information for a stated time or purpose.

**disclosure**

Sharing information with another person or group.

**privacy statement**

An explanation of a design's information practices.

**log**

A technical record of events such as visits or requests.

**deployment**

Putting a design into real use.

**wireframe**

A simple plan of a page showing its content and arrangement.

**V0**

The supplied before version of the practice design.

**V1**

Your revised version of that design.

**usability**

How readily intended users can find and use what a product offers.

**walkthrough**

A step-by-step check of how a design would be used.

**plain language**

Wording and organization suited to the intended audience.

**reading-level note**

An explanation of language choices and their limits.

**comprehension**

Understanding the meaning of information.

**contrast**

A visible difference between text or marks and their background.

**critique**

Specific feedback about strengths, gaps and possible revisions.

**revision**

A change made after checking work.

**solo check**

A review you perform yourself, without claiming peer feedback.

**asynchronous**

Work done outside a shared live class session.

**portfolio**

A collection of work and evidence of learning.

**milestone**

A defined stage whose actual requirements must be completed.

**tracker**

A record of what is complete or still pending.

**submission confirmation**

Evidence from the actual system that a file or response was submitted.

**noninfectious**

Not caused by an infectious agent spreading an infection.

**grant proposal**

A reasoned request for resources to support planned work.

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## **H1: assemble one complete product**

Use your own approved, nonidentifying message, privacy statement and wireframe if all three are available. Otherwise use D1 and W1, the complete original paper inputs supplied here.

Your April 26 message and April 27 audit are not assumed complete. Their useful rule is restated here: preserve evidence, collect only what is needed and describe the design honestly.

Begin by naming the weakest part of the product. Point to one health claim and its supporting source. Name the audience and one way the message and design fit it.

Lay the three pieces side by side. Check that they describe the same product and audience. A wireframe is a plan showing where text, controls and information will appear.

Combine your own final message, a matching privacy statement, a revised wireframe and the audience-fit check in one document. Keep citations beside the claims they support.

The recovery route uses an invented product. It has no users or collected records. Label your work original practice and keep actual prior assignments pending.

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## D1: complete original recovery inputs

The fictional Flu Information Board is a printed information sheet for adults aged eighteen to sixty-four. It offers general flu information and questions to ask a provider or pharmacist.

The audience profile assumes short reading time and ability to read a short English message. It does not describe surveyed people or every adult. No personal health history is supplied.

These readers need a visible main point, a specific next step and a source they can find. Real language needs and access barriers remain untested.

Original draft message: Flu vaccination can reduce the risk of flu illness. Learn more. Original citation field: Source to add. E1 supplies support and limits for revision.

Original draft privacy statement: This sheet collects no personal information. Everyone can read it. We keep nothing. This statement has not been checked against W1.

Proposed settings: the sheet has blank name and email fields. It would be returned to a project folder that all teammates could read. No retention rule is proposed.

No names, email addresses, completed forms or records exist. No website, tracking code or dashboard exists. You may remove the form and return process entirely.

If you retain a feature, justify its purpose and specify proposed access and review. Do not collect real information to test it. No local service, price or appointment is confirmed.

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## W1: supplied before wireframe and revision rules

V0 is a complete text wireframe. It is a portrait sheet with five full-width boxes stacked in the exact order below. Each box contains only the supplied text.

Box 1, heading: Flu Information Board. Box 2, message: Flu vaccination can reduce the risk of flu illness. Learn more. Box 3, form: Name: \_\_\_\_ Email: \_\_\_\_.

Box 4, privacy: This sheet collects no personal information. Everyone can read it. We keep nothing. Box 5, citation: Source to add.

The form would be returned to the shared project folder described in D1. No other screen, hidden field, font size or visual test is implied by this text plan.

Draw your revised V1 as labeled boxes in a clear reading order. Write the actual final message, action, privacy text and source inside the boxes or in a keyed text panel.

Identify at least one change from V0 and explain why it helps. Keep a useful feature or explain its removal. A removed form must also disappear from the collection instructions.

Use these supplied design checks. A reader can locate the main point, action and citation. Plain words preserve the health limit. Private information is unnecessary to read the sheet.

Check the actual lettering and spacing of your own drawing. A text plan cannot establish a font size or contrast score. Do not report a measurement you did not make.

Record confirmed audience fit as a check against the stated fictional profile. State what you checked and what remains unknown. It does not mean real users tested the product.

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## **E1: health claim and source limits**

CDC reports that seasonal flu vaccination can reduce flu illness and serious complications. Vaccinated people can still get flu. Protection varies across seasons and people. [CDC-FLU]

This supports a qualified benefit statement. It does not guarantee prevention, a behavior change or a benefit for a particular person. No numerical effect is supplied.

The CDC page flags updated interim guidance. Individual vaccine choice and timing require current professional guidance. This lesson does not establish that an adult needs a dose this week.

A feasible action can ask a provider or pharmacist about current eligibility, timing, availability and cost before arranging care. Do not invent a free service or appointment.

For each health claim, name the source, point to the matching supplied fact and keep its limit. Give the organization, page title and URL so another reader can trace it.

A citation does not rescue a claim the source never made. Revise, qualify or remove a claim when its cited evidence does not support the wording.

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## **E2: usable language and honest confirmation**

CDC advises writing with the audience in mind, putting the main message first and choosing familiar words. Short sentences and clear organization help readers find information. [CDC-PLAIN]

These are design methods, not proof that a particular audience understands or acts. A reading formula estimates text difficulty; it does not measure comprehension, access or health outcomes.

For your reading-level note, identify one word or sentence you changed and why it fits D1. No formula score is required. Do not invent a tested reading grade.

Run a paper walkthrough: find the main point, next action and source. Check that the action is feasible within the supplied information. Record the exact text that passes each check.

If an actual peer is available, ask them to locate those items without coaching. Record only their genuine observations. Otherwise label your own walkthrough a solo check.

Passing these checks supports a limited design judgment. It cannot certify universal usability, legal compliance or real-world behavior change.

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## **E3: privacy text must match the design**

FTC advises organizations to know what personal information they hold, retain only what they need and limit access. Its business guidance informs this classroom design method. [FTC]

A blank proposed form has not collected data, but it describes future collection. A claim that the proposed design collects nothing conflicts with a plan to save names and emails.

You can remove unnecessary collection before it occurs. For a retained feature, explain its purpose, permitted access and review or deletion plan. Do not invent school retention rules.

Write three to five sentences matching the revised design. Cover its purpose and collection, sharing or display, permitted access and retention or review. Label unbuilt changes as proposed.

A paper plan can describe no collection if all collection features are removed. That does not prove a later website lacks logs or that real records were deleted.

Check any real deployment with its responsible owner before use. This lesson authorizes no public campaign, collection, disclosure, technical change or legal compliance claim.

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## **Q1: self-check, restart and critique**

Original self-check: a draft reads clearly and its navigation has passed a paper check. One health claim lacks a citation. Is the product ready under today's criteria? Explain the next action.

Missing citation does not prove the claim false or turn it into opinion. It means readers cannot trace its support here. Add matching evidence, qualify the claim or remove it.

For recovery, ask three questions: Is every health claim supported and cited? Is personal information exposed or needlessly requested? Can the named audience find and use the main point and action?

Fix each problem and return to the full product. Start at the first unfinished step. A short check does not replace the message, privacy statement, revised wireframe or audience-fit record.

For a solo critique, use both prompts: Which exact claim exceeds or lacks its cited support? Which exact collection promise or layout choice conflicts with the design or audience profile?

Answer each prompt with a specific item and revision, or a justified confirmation. Keep your before wording and after wording. Do not fabricate another person's feedback.

For the extension, exchange actual products with a willing peer and seek an uncited claim, privacy leak or usability trap. Use the supplied solo prompts if no peer is available.

A successful critique does not certify public readiness. Real audience checks, responsible approval and any technical or legal review remain separate.

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## **P1: actual coursework and submission**

Save Product submit in Lab Reports on Thursday, April 29. The full product needs the message with citations, privacy statement, revised wireframe and documented audience fit.

Your preparation for today is a 25-minute wireframe build in Lab Notebooks. Keep the slide or paper wireframe with the weekly product. Do not claim preparation already happened.

Confirm the submission deadline and any home work with your teacher.

Do not replace today's product with a different task on your own.

Today's plan also asks you to finish Activity 5.1.2 Public Health in the News. Ask the teacher which assigned parts and submission location apply to this product.

That activity includes HealthMap/video exploration, filtered notebook observations and group discussion. It requires three current articles: local, elsewhere in the United States and outside the United States. At least one addresses a noninfectious issue.

It also requires the assigned article organizer, genuine partner comparison, two national/international map flags, wall-map work and class reflection. The organizer addresses the issue, response and innovative ideas.

Keep assigned conclusions pending until completed: malaria and two risk-reduction strategies, disease/risk-factor patterns, vaccination barriers and a strategy, chronic/infectious patterns and a priority concern.

The map work supports a later 5.1.3 grant proposal. This original sheet does not complete those performances, supply current articles or establish a finished grant proposal.

Open the actual assigned Problem 5 work when access is available. Check each milestone against work actually completed. Record unfinished items and the next required input or action.

Only mark an actual milestone complete after its assigned work and evidence are present. A finished recovery product does not mean all Problem 5 activities are complete.

Use Schoology in your enrolled BI section and find Product submit by its description. The dated folder is Lab Reports. Submit one PDF through the confirmed assignment route.

Follow teacher name and filename instructions locally. Confirm that the intended file is attached before submitting. Keep the real submission confirmation and the required tracker evidence.

Ask your teacher whether the confirmation screenshot should come from myPLTW or Schoology. After genuine submission, save the actual confirmation screenshot. If submission or access is unavailable, mark the submission and screenshot pending. Do not manufacture a screenshot or completion entry.

If access, the assignment or permission is missing, save the dated product and mark submission pending. Ask the teacher for the route. Do not skip the learning work.

For asynchronous work, complete the same assembled product and slide or paper wireframe, using the labeled solo check if needed. Keep real peer work and course requirements pending.

April 28 is catch-up only. April 30 adds no new myPLTW work and permits catch-up on unfinished Problem 5 tasks. Keep genuine unfinished work visible.

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## **M1: a different complete text-wireframe revision**

Original model for fictional library visitors: a public handwashing resource card. Its purpose is to direct readers to public information. It has no collected records or actual service users.

Before layout, from top to bottom: title Resources; message Wash hands; form Name: \_\_\_\_; action Click; source CDC. The proposed paper form would be saved by all volunteers.

My after layout has four labeled boxes. Heading: Handwashing information. Main point: Find CDC's public handwashing guidance. Action: Read the CDC handwashing page or ask a library worker to locate it.

Source box: CDC, About Handwashing, <https://www.cdc.gov/clean-hands/about/index.html>. This is a reference to a real public resource, not a claim about a measured health benefit.

My three-sentence privacy text is beside the source: This proposed paper card shares a public resource and requests no personal information. The name form and saved return process are removed. No response record is planned, so no response retention is needed.

My reading note replaces the vague word Click with a named resource and paper-friendly help option. A real library worker's availability is unverified, so I would confirm it before distributing the card.

My audience-fit check locates the heading, source and action in the four-box plan. It supports organization for this fictional profile, not measured reading ability or actual user success.

My critique finds no health-effect claim to cite, but CDC alone was too vague to locate the resource. I add its title and URL and remove the form and its saving instruction.

My status is original practice complete, real distribution and coursework submission pending. This is a worked resource-card model, not the final Flu Information Board you must create.

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## Try the decision

Using E1/E2/E3 and W1, which finalization choice is supported?

- Trace every health claim, align the statement and revised design, document the limited audience check and record only genuine submission status.
- Submit the polished sheet with Source to add because the claim sounds familiar.
- Call the design fully private and proven usable after one solo walkthrough.

Explain your choice using the reading. Discuss it or say it to yourself. This practice does not add another submission.

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## Your 80-minute flow

|                  |                                                                                                                                         |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 0–5<br>minutes   | Complete the weakest-part, evidence and audience warmups.                                                                               |
| 5–25<br>minutes  | Read H1/D1/W1 and M1, then combine and revise the three pieces.                                                                         |
| 25–45<br>minutes | Read E1/E2, trace every health claim and document language and audience fit.                                                            |
| 45–60<br>minutes | Read E3/Q1, inspect privacy and usability, complete the self-check and revise.                                                          |
| 60–72<br>minutes | Check the actual Problem 5 tracker, portfolio and required work when available; otherwise record pending items.                         |
| 72–80<br>minutes | Save the product; submit if authorized access is available and retain genuine confirmation. Otherwise save and mark submission pending. |

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## Your response record

Use these labels on paper or in your document. The space below also works when this page is printed.

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## Weak point and prerequisite check

Name the weakest part, one health claim with its source, and the audience with one fit reason. Lay the message, privacy statement and wireframe side by side.

Use D1/W1 if your own three pieces are unavailable. No real health details are needed.

Use this space or the same labeled section in your existing document. Add paper when your table, graph or drawing needs more room.



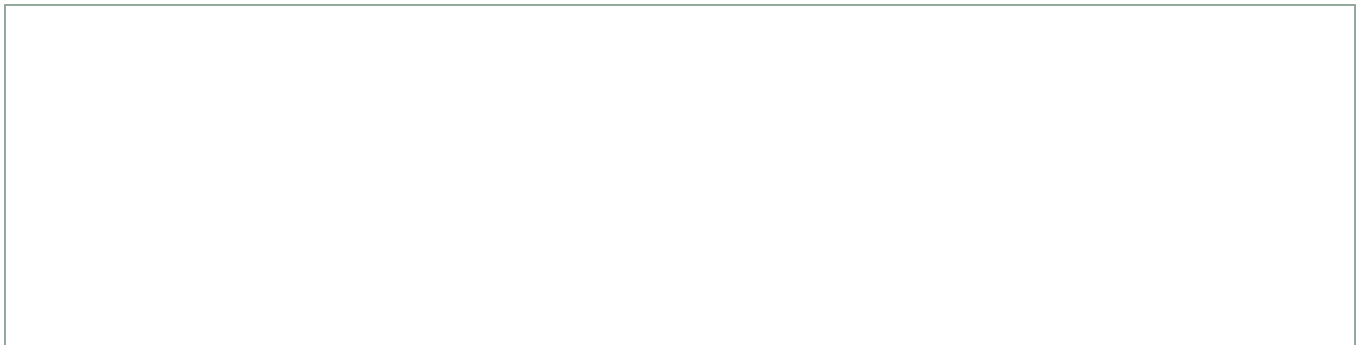
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## Your complete revised product

Create your own final message and action, three-to-five-sentence privacy statement, and drawn V1 wireframe. Include the named audience and actual final text.

W1 supplies the exact V0 order and text. Keep the pieces consistent. A keyed text panel may hold longer text beside your drawing.

Use this space or the same labeled section in your existing document. Add paper when your table, graph or drawing needs more room.



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## Every health claim traced

For each health claim in your product, record its exact wording, source title/organization/URL, supporting supplied fact and limit. Revise unsupported wording.

E1 supports the flu statement. Added claims need support; avoid adding facts that require a new search.

Use this space or the same labeled section in your existing document. Add paper when your table, graph or drawing needs more room.



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## Document the audience-fit and reading check

Locate the main point, action and source in V1. Record the exact text and a fit reason for each. Give one before/after language choice and its reading-level limit.

Use D1 and E2. Label the result a criterion-based paper check, not real-user testing. Inspect your actual drawing's lettering and spacing.

Use this space or the same labeled section in your existing document. Add paper when your table, graph or drawing needs more room.



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## Privacy and two critique prompts

Check the privacy statement against every collection feature and access rule. Answer both Q1 solo prompts, or record genuine peer feedback. Show one before/after revision or justified confirmation.

Remove contradicted promises. Label your route. Keep no fabricated peer response or public-readiness guarantee.

Use this space or the same labeled section in your existing document. Add paper when your table, graph or drawing needs more room.



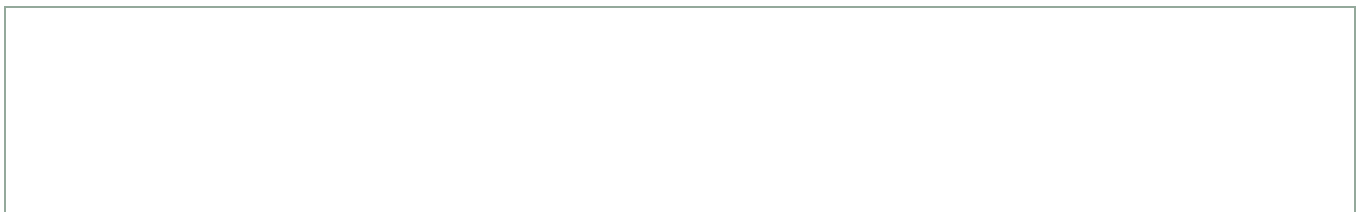
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## Polished but uncited

Answer Q1's self-check. Explain why the missing citation matters and what action would repair the product.

Missing support in this document does not prove the statement false. Return to the first unfinished step.

Use this space or the same labeled section in your existing document. Add paper when your table, graph or drawing needs more room.



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## Optional attempt to break the design

Seek one uncited claim, privacy leak or usability trap in an actual peer product or your own labeled solo review. Record evidence, revision and remaining limit.

Use the complete Q1 prompts if no peer is available. Do not access private records or claim actual feedback you did not receive.

Use this space or the same labeled section in your existing document. Add paper when your table, graph or drawing needs more room.



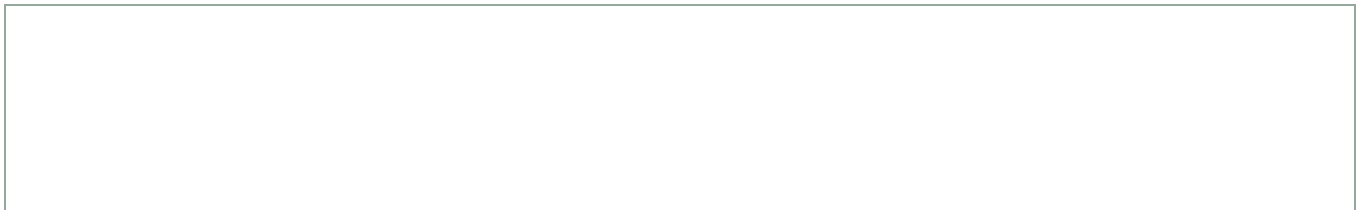
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## Submit only through the actual route

Check all product parts and save one PDF. Record actual prior work, preparation, official work, portfolio, peer and submission status. Confirm the actual assignment, upload and tracker when available.

P1 preserves all actual obligations. Save genuine confirmation only after submission; otherwise record pending status and the next needed action.

Use this space or the same labeled section in your existing document. Add paper when your table, graph or drawing needs more room.



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## Check your product

- The product includes the evidence-based message with citations, matching privacy statement, revised wireframe and documented audience-fit check.
- Each health claim stays within its source; the reading note and privacy promises match the actual proposed design.
- Submission and tracker completion are recorded only when the real assigned work and confirmation exist; other items remain pending.

**Keep the limit:** An original paper product and criterion-based walkthrough cannot establish real-user success, clinical advice, legal compliance, public-release approval or completed official coursework.

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## Turn in your work

Submit one PDF containing the finalized message with citations, privacy statement, revised wireframe and audience-fit record. Match Product submit in your enrolled BI section; the dated folder is Lab Reports.

If the assignment or access is missing, save the dated product and mark submission pending. Follow teacher name and filename instructions locally. Keep actual myPLTW and Schoology evidence separate.

[Open this assignment in Schoology.](#)

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## Carry forward

A finished product connects each health claim to evidence, matches its privacy statement to its design and records only work actually completed.

Keep the product and genuine submission status for the April 30 catch-up opportunity. A paper check does not authorize a public release. What unfinished requirement should you resolve before considering a public release?

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## Sources and resources

[Open today's page](#)

**CDC-FLU · Key Facts About Seasonal Flu Vaccine**

CDC

<https://www.cdc.gov/flu/vaccines/keyfacts.html>

## **CDC-PLAIN · Plain Language Materials & Resources**

CDC

<https://www.cdc.gov/health-literacy/php/develop-materials/plain-language.html>

## **FTC · Protecting Personal Information: A Guide for Business**

Federal Trade Commission

<https://www.ftc.gov/business-guidance/resources/protecting-personal-information-guide-business>

## **CDC-HANDS · About Handwashing**

CDC

<https://www.cdc.gov/clean-hands/about/index.html>