

**PACKAGING GUIDELINES EVALUATION: Nutritainment Shows in Seacrest Studio**

INTERN \_\_\_\_\_ PRECEPTOR \_\_\_\_\_

	Possible Points	Actual Points
<b>1. CONTENT</b> <ul style="list-style-type: none"> <li>▪ appropriate/correct information for target audiences</li> <li>▪ evidence based connection can be easily identified</li> <li>▪ fun, engaging</li> <li>▪ fits time available</li> <li>▪ education angle is present, but creatively accomplished</li> </ul>	<b>20</b>	
<b>2. INTERACTIVE</b> <ul style="list-style-type: none"> <li>▪ easy to follow</li> <li>▪ uses strategies to engage the kids (clap, call-in, shout out, etc)</li> <li>▪ engages kids who visit the studio</li> <li>▪ practice ahead of time</li> <li>▪ avoids reading script</li> <li>▪ on camera presence is engaging</li> </ul>	<b>25</b>	
<b>3. VISUAL POWER POINT – MINI SHOW TO ACCOMPANY DIALOGUE</b> <ul style="list-style-type: none"> <li>▪ good use of colors, font size, spacing of information (i.e. page isn't too "cluttered")</li> <li>▪ fun, engaging</li> <li>▪ no spelling, punctuation or grammatical errors</li> </ul>	<b>15</b>	
<b>4. CREATIVITY/INNOVATION</b> <ul style="list-style-type: none"> <li>• Wow factor – within in the first 30 seconds the audience is drawn in and wants more</li> <li>• Fresh approach used to present information, not the same old story – hipster vibe</li> <li>• Uses props to emphasize key points</li> </ul>	<b>20</b>	
<b>5. COLLABORATION</b> <ul style="list-style-type: none"> <li>• Observes shows during the week to understand what engagement strategies work</li> <li>• Partners with Chef and Food Staff to enhance patient engagement with food system/services</li> </ul>	<b>20</b>	
<b>TOTAL SCORE</b>	<b>100</b>	