

Virtual Event Evaluation Criteria & Rubric

NNLM *All of Us* CEN Virtual Health Programming Webpage

Criteria

The criteria listed below will be used to evaluate submitted events for publication onto the virtual health programming webpage.

	Criteria	How will criteria be evaluated?
1.	Event must cover a NNLM <i>All of Us</i> National Program Priority Health Topic.	Person submitting event must chose a priority health topic in submission form.
2.	Event must effectively tie <i>All of Us</i> into the topic.	Person submitting event must indicate how it includes <i>All of Us</i> awareness in submission form.
3.	Marketing materials must be branded with CEN branding or <i>All of Us</i> branding.	Person submitting event must submit marketing materials in submission form. Evaluator will review.
4.	Photo release form must be submitted for every person represented in marketing materials.	Person submitting event must provide completed photo release form(s).
5.	Event must have at least one intended audience.	Person submitting event must select intended audience from dropdown list in submission form.
6.	Marketing materials must be developed with audience in mind. Language, images and symbols used in marketing materials must be appropriate to your audience.	Person submitting event must submit marketing materials in submission form. Evaluator will review.
7.	Event must be offered in a language that is relevant to the intended audience. Marketing materials must be developed in a language that is relevant to the intended audience.	Person submitting event must indicate what language the audience and marketing materials are developed in the submission form.

Virtual Health Programming Webpage – Event Evaluation Rubric

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Updated by: Brittney Thomas

8.	Event must be live captioned.	Person submitting event must indicate if they are planning on live captioning the event in the submission form.

Cultural Humility Standards

Programs and associated marketing material should be developed to be culturally humble and must reflect the diversity of the intended audience(s), respect human rights, and be sensitive to the social, political, and/or historical factors that may influence the cultural relevancy of the intended audience(s).

Cultural Humility Standards to guide program and content development can be found at n.nlm.gov/allofus/contentcreationguidelines.

Rubric

1.	Does the event cover a NNLM <i>All of Us</i> National Program Priority Health Topic?	Yes	No
2.	Does the event effectively tie <i>All of Us</i> into the topic?	Yes	No
3.	Are the marketing materials branded with CEN branding or <i>All of Us</i> branding?	Yes	No
4.	Has a completed photo release form been submitted for every person represented in marketing materials?	Yes	No
5.	Does the event have at least one intended audience?	Yes	No
6.	Is the language, images and symbols used in marketing materials must be appropriate to the intended audience?	Yes	No
7.	Is the event going to be offered in a language that is relevant to the intended audience?	Yes	No
	Are the marketing materials developed in a language that is relevant to the intended audience?	Yes	No
8.	Will the event be live captioned?	Yes	No