



Write an evaluation of FitSnap using the template below. Use evidence and information from the boxes to make your evaluation.

(This is an example of a possible answer. Evaluation words are underlined.)

<p>General Statement (Identify the phenomenon being evaluated and the criteria)</p>	<p>FitSnap was a fitness promotion campaign designed by a group of Year 10 students. The aim of FitSnap was to encourage Year 10 students to take photos while exercising outdoors and post the photos on to a private Facebook page. Students were also encouraged to make positive comments about photos. The program ran for 4 weeks. The criteria for evaluation were: the program had to engage the target audience of Year 10 students, encourage physical activity outdoors for at least two – three weeks and be enjoyable and fun.</p>
<p>Evaluation Criteria 1</p>	<p>FitSnap was a highly engaging program. Around 80% of Year 10 students posted a photo which is an extremely high participation rate. There were nearly 150 photos posted on the Facebook page and 144 positive comments which shows that the program was very effective in engaging the target audience.</p>
<p>Criteria 2</p>	<p>One of the criteria involved encouraging physical fitness activities for 2-3 weeks. This was less successful for FitSnap. In the first week, there were 70 photos posted and 85 comments but the numbers dropped off significantly in the following weeks. The final week had low participation. Therefore, this program was only somewhat effective.</p>
<p>Criteria 3</p>	<p>FitSnap was an enjoyable and fun program. Survey results showed that most students found this to be an enjoyable activity and that it encouraged them to exercise. However, some students found it less enjoyable because they were intimidated by photos of popular students or super-fit students.</p>
<p>Final evaluation</p>	<p>In summary, FitSnap was moderately effective in engaging Year 10 students in outdoor exercise. The first week was highly successful but participation over 2-3 weeks was not as effective. FitSnap was mostly enjoyable and fun for participants although there were some students who did not want to post photos.</p>

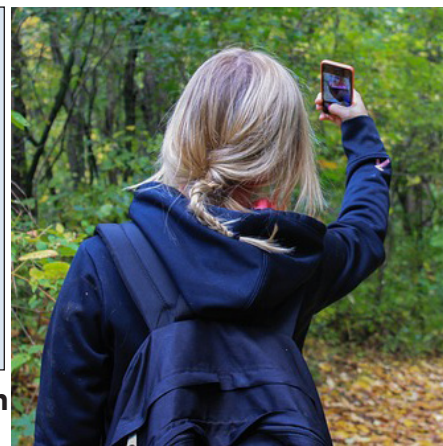
Evaluate a fitness promotion campaign

A group of Year 10 students had a Health and Physical Education assignment to design and implement a fitness campaign. The aim was to encourage Year 10 students to participate in physical exercise outdoors for at least 2-3 weeks.

The program objectives were:

1. To engage the target audience of Year 10 students
2. To encourage physical activity outdoors for at least 2-3 weeks
3. To be enjoyable and fun.

One group designed a program called **FitSnap**.



 Read the information about FitSnap and write an evaluation the program according to the 3 criteria above.

About Fit Snap	Results	
<p>A private Facebook group was created for Year 10 students. Students were encouraged to post a selfie while doing outdoor exercise. Group photos were also encouraged. Students were encouraged to make positive comments about each others' photos.</p>	<p>Number of photos posted: Week 1- 70 Week 2 - 50 Week 3 - 20 Week 4 - 9 Number of positive comments posted: Week 1- 85 Week 2 - 40 Week 3 - 17 Week 4 - 2</p>	<p>Survey results after the program of all Year 10 students</p> <ul style="list-style-type: none"> 80% of students through FitSnap was a good idea most participants found that FitSnap encouraged them to exercise outdoors and they had fun some students did not post photos because they were intimidated by photos of popular students or super-fit students

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General Statement (Identify the phenomenon being evaluated and the criteria)	<hr/> <hr/> <hr/> <hr/>
Evaluation Criteria 1	<hr/> <hr/> <hr/> <hr/>
Criteria 2	<hr/> <hr/> <hr/> <hr/>
Criteria 3	<hr/> <hr/> <hr/> <hr/>
Final evaluation	<hr/> <hr/> <hr/> <hr/>