



STUDENTS STOPPING TRAFFIC CONTEST

Scoring Rubric & Fact Sheet

THE PROBLEM

Child trafficking is all too easy to tune out. We often think of it as something happening overseas. That's a dangerous myth. Child trafficking is happening to our kids, across the U.S.—right here in our communities.

Thankfully there are ways to combat this predatory behavior. And since kids listen to their peers more than anyone else, we've come up with a way for kids to help save other kids: **Students Stopping Traffic**

IT ALL STARTS WITH RESEARCH

There are lots of resources out there to inform your anti-trafficking ideas. Do the research; do the reading. A breakthrough idea to help stop child trafficking begins with a deep understanding of the problem.

Use these resources to learn about early warning signs and further your understanding of child trafficking:



<https://humantraffickinghotline.org/>
<https://www.unicefusa.org/mission/protect/trafficking>
<https://polarisproject.org/>
<https://rights4girls.org/>
<https://sharedhope.org/>
<https://stophumantraffickingmo.com/>

In addition to some of the research links above, you may want to reach out to community leaders and anti-trafficking advocates. Live conversations may also help you better understand the issues surrounding child trafficking—and how your ideas can help stop it.

YOU'VE DONE A LOT OF RESEARCH. NOW WHAT?

Start asking yourselves questions about what you've learned, and brainstorming solutions. For instance, was there a specific statistic that caught your attention? How might you be able to change that statistic or issue?

Remember, at this stage, any idea has the potential to grow into *the* idea.

THE ASK

Working independently or in teams (up to 6 students), or independently, come up with your “traffic-stopping” idea. This could be:



An advertising campaign educating kids on signs to look for



A live event that puts a spotlight on child trafficking



A social media idea getting other kids to join the cause and share information



Or something even bigger that no one has thought of yet!

All presentation formats accepted including: powerpoint, keynote, google docs, PDF, or video.

As you get ready to submit your entry, review the scoring rubric below to ensure your idea meets all the criteria.

JUDGING CRITERIA

The competition judges will evaluate each idea across seven factors, and on a scale of 1 to 3.

1 is considered “Adequate”, 2 is considered “Average”, and 3 is considered “Exceptional”. After all of the below factors are scored, the scores will be totaled.

JUDGING FACTORS

- ◆ EDUCATIONAL VALUE*
- ◆ VISUALS
- ◆ COPY
- ◆ CREATIVITY
- ◆ PERSUASIVENESS /IMPACT*
- ◆ DELIVERY
- ◆ OVERALL EFFORT

*These factors will be weighted more heavily than others

SCORING RUBRIC

CATEGORY	1 (Adequate)	2 (Average)	3 (Exceptional)
EDUCATIONAL VALUE*	Your research wasn't documented.	Demonstrated research but not subject matter knowledge.	Demonstrated researched knowledge and understanding of topic. Succeeds in giving the reader an insightful presentation of information.
VISUALS	Did not related to subject matter.	Graphic elements pertinent to subject matter.	Graphic elements, layout and design were pertinent to subject matter and engaging.
COPY	Information was not organized or focused, and facts were not presented.	Achieved one or two of the three criteria: organized, focused, facts presented.	Information written in a well-organized, coherent order. Clearly expressed and defined central goal with concise, factual details and strong focus of topic maintained throughout.
CREATIVITY	Idea already exists.	Novel idea presented.	Included ideas that were novel and inventive.
PERSUASIVENESS/ IMPACT*	The issue has not been established.	The issue is understood.	Information presented in a compelling manner that effectively establishes the issue at stake and the central goal of the idea.
DELIVERY	Idea(s) unclear and/or missed the deadline.	Idea was delivered in a clear concise manner OR delivered within the right time frame.	Ideas delivered in a clear and concise manner and given deadline.
OVERALL EFFORT	Pieces missing and/or topic not understood.	Achieved one of the previous two criteria.	The project and presentation included all necessary components to gain an understanding of the topic. It is a highly effective tool for promoting anti-sex trafficking.
COLUMN TOTALS			
TOTAL SCORE			

SCORING SCALE

Adequate (7 - 12)

Average (13 - 15)

Exceptional (18 - 21)

KEY DATES TO REMEMBER

Now!

Sign up at studentsstoppingtraffic.org to join the cause and contest!

Now - 4.12.22

Work on your Students Stopping Traffic entry

By 4.13.22

Submit your entry at submissions@studentsstoppingtraffic.org

Week of 4.25.22

Finalists announced! Final presentations will be scheduled over video conference.

Week of 5.2.22

Winners announced!

ADDITIONAL QUESTIONS

Visit studentsstoppingtraffic.org or email questions to: Info@studentsstoppingtraffic.org