OUTREACH PROJECT GUIDELINES:
“Bridging the Gap Between the Science and Public Through Outreach”

OVERVIEW

The goal of this outreach project is promote active dissemination of the course materials to the broader community outside of the classroom, and help bridge the gap between the classroom and the broader real-world community. You have the freedom to delve into a topic of your choice, so long as the topic is pertinent to the class and the study of psychopathology. The project will include two parts, in addition to a project proposal turned in prior to the final project:

**Part I. Outreach Project:** The first part includes an outreach project where your goal is to help educate the community outside of the classroom about psychopathology via a video, newspaper article, brochure, or a creative outreach project idea of your own. You can cover a topic of your choosing, but it must be relevant to the course. The aim is to have fun with the ultimate goal of helping to educate others about psychopathology. You can cover a topic of your choosing, but it must be relevant to the course and with the aim of disseminating information to a general audience. You will be asked to include evidence of your outreach project when you submit it.

**Part II. Written Project Summary:** The second part of the project involves putting together a brief (~1 page single space) written summary of the project (i) aims, (ii) relevant scientific background, and (iii) description of the project implementation. Your task will be to provide a compelling yet brief summary of the motivation and background behind your outreach project, as well as an example of how you disseminated the idea to a larger community (e.g., example of your poster, talk, brochure or other outreach project option).

DUE DATES AND GUIDELINES

**Due Date #1 – Tuesday, February 26th, 9:30AM MT:** Project proposals due by 9:30am MT before class begins that day. Proposal should include a one-page single-spaced summary of the aims, relevant readings (5 minimum, drawn from peer-reviewed scientific journals), and a brief description of your project idea. You should include a section at the end labeled “Questions” with any questions you have at this point about your project proposal idea or next-steps to implement it. Document format should be .doc or .docx and uploaded onto Canvas “Outreach Project Proposal” section.
Due Date #2 – Thursday, April 18th, 9:30am MT
Full outreach project (including outreach project evidence and project summary) due by 9:30am MT before class begins that day. Projects submitted after this time will be considered late, and 10% of your score will be deducted for each late calendar day. Projects should be submitted in the following format: (a) Copy of outreach project in electronic format (unless not possible given format) and (b) Electronic copy of 1-page project summary which should represent a final version of the research proposal draft submitted above. Please email all documents to june.gruber@colorado.edu and do the following 3 things below. Failure to follow these directions will result in point deductions.

(1) Include “PSYC 3303 Outreach Project” in subject line of email
(2) Include attachment of 1-page project summary (.doc or .docx format only)
(3) Copy and paste text of project summary in email body as well

Projects submitted after this time will be considered late, and 10% of your score will be deducted for each late calendar day.

PROJECT PROPOSAL GUIDELINES
DUE: TUESDAY February 26th, 9:30am MT

Formatting Rules and Order
Paper proposal should be organized as follows in 3 pages:
Page 1: Title Page
Page 2: Body of proposal (i.e., one-page project summary)
Page 3: Reference Page

DETAILS FOR Page 1: Title Page
1 page max in length, single-spaced, Times New-Roman, Font size 12, 1” Margins
Includes: Name, student ID, Email Address, Project Title and Course Name/Number

DETAILS FOR Page 2: Body of Project Proposal
1 page max, single-spaced, Times New-Roman, Font size 12, 1” Margins
Includes the following 3 things:

A) Opening: Why did you choose this topic? Why is it important? Explain the concept/issue/problem under investigation with an everyday example, by defining the relevant concept, and by establishing the importance of the topic. The goal here is to introduce the general topic to your reader so that s/he can place the information that you are about to describe into some kind of context. This should be approximately 1 paragraph in length.

B) Background. The purpose of this section is to briefly describe past research that is relevant to the topic you are covering in your outreach project. This is done by presenting information about the past research coherently so that it is held together by a central argument. Since this is a psychology class, please make sure any citations and references you use in your paper are in APA (American Psychological Association) format, both in-text and in a separate reference page. Do not quote material directly from the articles, but rather you need to read the articles, synthesize the material, and describe it for your reader in YOUR OWN WORDS. The best way to do this is to have a strong thesis or position that is used to link together common themes in the references you cite. Length is approximately 1-2 paragraphs page so brevity is important!
C) Implications and Importance. The goal is to provide the reader with a concluding statement that conveys the importance of the topic and the literature reviewed, and what it might mean for the field of abnormal psychology. What are the implications of your literature review? What does it teach us about psychopathology and/or its treatment? What are next steps for future work in this area? This should be approximately 1 paragraph in length.

DETAILS FOR Page 3. Reference Page
Includes: Full citations for any references included in the one-page proposal. Pay careful attention to select articles that are relevant to the proposed research. Since this is a psychology class, you should report any citations and references you use in your paper in APA (American Psychological Association) format. For further information on APA 6th edition citation guidelines, please see the following website: http://owl.english.purdue.edu/owl/resource/560/01/ and then consult if you have any questions (we’re here to help!)

OUTREACH PROJECT GUIDELINES
DUE: THURSDAY April 18th 9:30AM MT

Your goal is to help educate others by disseminating information about a topic of personal interest in psychopathology via a newspaper article, video, brochure or an exciting idea of your own. Suggestions for possible outreach projects are below, but you are not limited to these suggestions. If you have any questions regarding your outreach project, please come to office hours or email.

Possible Outreach Project Ideas (More details below)

- Newspaper article
- Video
- Brochure
- Other Exciting Ideas
Newspaper Article

Write a letter to the editor or an article for a local newspaper. The goal of your letter should be to educate your audience about your chosen topic, illustrating important trends and general findings. We strongly encourage you to discuss your topic during office hours.

A few questions you might consider answering are (though do not be limited to this list):
- What are current trends in clinical science?
- Does mindfulness meditation effectively treat depression?
- Are there biomarkers of risk for detecting psychosis early?
- Should mental illness diagnoses be categorical or continuous?
- What is the role of family therapy in buffering against mental health issues in children?
- What is the biology behind ________ (insert clinical disorder here)?
- What treatment options are available for anxiety disorders?
- Most importantly: Why should people care about this topic?

Newspaper article checklist:
- Brainstorm article ideas
- Write a rough draft
- Edit and make revisions, have a classmate or friend read over for errors
- Type and double space
- Must include 500 to 1000 words
- The article should be printed and include your name, student ID, email address, and word count for your article.
- Bring newspaper article to class on final due date (along with 1-page project summary)

Tips:
- Plan ahead
- Have a classmate read through for errors
- Come to office hours with questions

*If you wish to submit the article to a local newspaper yourself prior to the due date, you will receive extra credit if your article is printed!
Video

Make a video about a topic on psychopathology, working alone or in groups of up to 4 (note: if you work in a group, your research papers for Part I of the project will be written and turned in independently). Your video should be both informative and entertaining. You can use dialogue, interviews, or other methods to convey information. We recommend that you discuss your topic with Prof. Gruber before you and/or your group begin filming to ensure an adequate and appropriate topic.

Video Checklist:
- Brainstorm video ideas
- Discuss video topic with Prof. Gruber
- Shoot footage and EDIT (background music is always fun!)
- Make sure your video is **between 5-10 minutes long**
- Copy your video onto a USB
- Label your video with name(s), student ID, email address(es) and title of your video
  - **Bring video to class on final due date (along with 1-page project summary)**

Tips:
- Look into borrowing video supplies ahead of time
- Adobe Premier (PC), Final Cut (Mac), and iMovie (Mac) are commonly used video editing programs
- Using a dedicated microphone not built into the camera can greatly increase the quality of the sound
- Come to office hours with questions

*The best videos, as judged by originality, quality of information presented, creativity and entertainment value will receive extra credit in recognition for your good work!
Brochure

Your goal should be to create an informative, engaging brochure. You are to design this brochure assuming that your audience does not have a background in psychopathology.

Questions that you should consider answering include, but are not limited to, the following:

- What is the scientific term for the clinical phenomenon?
- When was this topic first discovered or researched? Who discovered it? Where is this researcher now?
- What is the current state of literature on this topic (i.e., what do we know about it)?
- What group of people (e.g., age, gender, ethnicity) is included in discussions of this topic?
- What are features of this clinical phenomenon or disorder?
- If discussing a disorder, what can someone do if they think that they have this disorder? Are treatments non-invasive, pharmacological, etc?
- Contact information: Where could someone go/who can someone contact to learn more about this topic? Please include phone numbers, web pages, and any other information that may be helpful for people who want to learn more about this topic.
- Target Audience: Make it clear whom your target audience is (e.g., children, college students at CU Boulder, Boulder or Denver community) and tailor your brochure accordingly.

Brochure Checklist:
- Brainstorm ideas and consult with Prof. Gruber
- Write a rough draft and find pictures to include in brochure
- Edit and make revisions, type and format - include 500 to 1000 words
- Includes at least three (3) columns of text on both the front and back of the brochure pamphlet.
- On a separate page, describe when, where, and how your brochure would be distributed.
- Bring brochure to class on final due date (along with 1-page project summary) along with an additional page on distribution instructions described above.

Tips:
- Have a friend look over for errors
- Come to office hours with questions

After careful review, the best brochures (judged based on information presented, topic coverage, neatness, creativity in format, and visual appeal) will receive extra credit in recognition for your good work!
Other Exciting Ideas

Do NOT feel obligated to the previously listed outreach options. Feel free to come up with your own creative ideas to raise awareness about psychopathology. Unique, effective individual or group (no more than 4 people) outreach projects will receive special recognition (note: if you work in a group, your research papers must be written and turned in independently).

Some creative ideas might include:

- Creating a website dedicated to a topic in psychopathology
- Conveying some of the information you have learned by giving a lesson to junior high or high school students
- Staging an “Mental Health Awareness Day” on campus or in the community.
- Distributing copies of informative materials to groups of students and speaking with them about the importance of ______ (e.g., empirically supported treatment of your choice).

If you are interested in pursuing a unique option, please first seek approval from Prof. Gruber. Lectures or information sessions will need to be documented with picture and/or video footage saved onto a DVD or USB to turn in with your research paper.