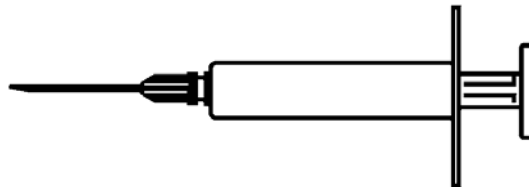


ACOL VOLUNTARY FLU IMMUNISATION PROGRAM

As you are no doubt aware the flu can strike rapidly and extensively during winter. It can leave its victims ill for weeks.

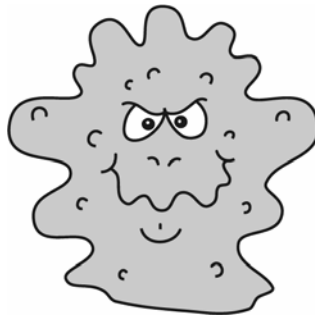
The best way to fight the virus is to have a fit and healthy body. Daily exercise and a diet including plenty of fruit and vegetables are highly recommended to assist the immune system to fight this invading virus.



ACOL has decided to offer staff the opportunity to be immunised against the flu as an additional way to prevent this insidious virus from spreading amongst us. ACOL has arranged for a nurse to administer the immunisations at ACOL, during a half-day session in work hours in the week of May 17. This program is free and available to all members of staff.

Participation is voluntary. Staff taking up the option will be asked to sign a consent form indicating that they do not have any allergies, and that they understand they may experience minor side effects.

Medical advice indicates that the immunisation does not produce influenza. However, it may cause some side effects such as fatigue, mild fever and tenderness of the arm.



WHO SHOULD BE IMMUNISED?

Anyone interested in being protected against the virus.

This immunisation is especially recommended for people over the age of 65. But regardless of age, ANYONE who has a chronic debilitating disease, especially cardiac, pulmonary, bronchial or diabetic conditions.

In an office environment ALL staff are at risk of catching the flu.

WHO SHOULD NOT BE IMMUNISED?

Individuals hypersensitive to eggs, people suffering from an acute feverish illness and pregnant women.

Check with your doctor if you are taking any medication or have had a previous reaction to a flu injection.



If you would like to be immunised in the week of May 17 please advise the personnel officer, Fiona McSweeney, by Friday May 7. The date and time will be set according to the availability of the nurse, the number of participants and the time convenient for most staff. If you would like to be immunised for this winter but cannot attend at the arranged time please let Fiona know. An alternative session may be arranged if there are sufficient numbers.

For further information please contact Fiona on ext. 5577.

Enjoy
Good Health

Fiona McSweeney, the personnel officer at a company called ACOL, prepared the information sheet on the previous two pages for ACOL staff. Refer to the information sheet to answer the questions which follow.

Question 6: FLU

R077Q02

Which one of the following describes a feature of the ACOL flu immunisation program?

- A Daily exercise classes will be run during the winter.
- B Immunisations will be given during working hours.
- C A small bonus will be offered to participants.
- D A doctor will give the injections.

FLU SCORING 2

QUESTION INTENT: Retrieving Information: cycling through text to find explicitly stated information

Full credit

Code 1: Immunisations will be given during working hours.

No credit

Code 0: Other

Code 9: Missing

Question 7: FLU

R077Q03- 0 1 2 9

We can talk about the **content** of a piece of writing (what it says).

We can talk about its **style** (the way it is presented).

Fiona wanted the **style** of this information sheet to be friendly and encouraging.

Do you think she succeeded?

Explain your answer by referring in detail to the layout, style of writing, pictures or other graphics.

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FLU SCORING 3

QUESTION INTENT: Reflecting on the Form of a Text: identifying features relating the style and purpose of a text

Full credit

Code 2: Refers accurately to the text and relates style to purpose, consistent with “friendly and encouraging”. The answer must do AT LEAST ONE of the following:

- (1) refer to one of the features in detail (layout, style of writing, pictures or other graphics; or other similar) – that is, to a specific part or quality of a feature; AND/OR
- (2) use evaluative terms other than “friendly” and “encouraging”. (Note that such terms as “interesting”, “easy to read” and “clear” are not considered to be adequately specific.)

Opinion about whether Fiona succeeded may be stated or implied.

- No, it was a bad idea to put a picture of a syringe near the beginning. That looks scary. *[Refers to one specific part of the design: a particular picture (1). Uses own evaluative term: “scary” (2).]*
- Yes, the pictures break up the writing and make it easy to read. *[Describes a specific aspect of layout (1).]*
- The cartoon-like picture of the virus is friendly. *[Refers to a specific aspect (“cartoon-like”) of one illustration (1).]*
- No, the pictures are childish and irrelevant. *[Uses own terms (“childish”, “irrelevant”) to evaluate one of the features mentioned in the stem (2).]*
- Yes, the written style is relaxed and informal. *[Uses own terms (“relaxed”, “informal”) to evaluate one of the features mentioned in the stem (2).]*
- Yes, the style was warm and inviting. *[Uses own terms to evaluate style (2).]*
- There is too much writing. People wouldn’t bother reading it. *[Refers to a relevant feature of the presentation: amount of text (1). Uses own evaluative terms (2).]*
- She doesn’t put pressure on people to get the injection, and that would encourage people. *[Implicit reference to manner or register: an aspect of style (2).]*
- No, the writing style is very formal. *[Debatable but plausible application of own evaluative term: “formal” (2).]*

Partial credit

Code 1: Refers accurately to the text and relates purpose to information and content (rather than style), consistent with “friendly and encouraging”.

Opinion about whether Fiona succeeded may be stated or implied.

- No, there is no way that a message about having an injection could be friendly and encouraging.
- Yes she succeeded. She’s giving many opportunities and arranging times for a flu immunisation. She also gave suggestions about health.

No credit

Code 0: Gives insufficient or vague answer.

- Yes, it makes it sound as if it would be a good idea.

- Yes it is friendly and encouraging. *[Terms not applied to specific features.]*
- No, it doesn't work.
- No because some of the information is not correct. *[Refers to content without making any connection to the idea of "friendly and encouraging".]*
- Yes, the illustrations are encouraging and the style of the announcement is also acceptable. *["Illustrations are encouraging" does not go beyond the terms of the question. "The style of the announcement is also acceptable" is too vague.]*
- She succeeded, easy to read, and clear. *[The terms used are not specific enough.]*
- I think that she has succeeded well. She has selected pictures and written interesting text. *[Pictures are not evaluated in any way, and "interesting text" is too vague.]*

OR: Shows inaccurate comprehension of the material or gives an implausible or irrelevant answer.

- Yes everyone should have the injection. *[Irrelevant and inaccurate.]*
- No, the pictures have nothing to do with the message. *[Inaccurate]*
- Yes, because she wants people to be worried about getting the flu. *[Conflicts with the idea of "friendly and encouraging".]*
- It's good but it's only one opinion. *[Irrelevant]*
- Yes, it gave brief information on what they will do to stop flu. *[Irrelevant – refers to content in a non-specific way.]*
- Yes, she just tells the facts. *[Irrelevant]*
- Yes, because more people should be immunised. *[Gives a general opinion on the subject of immunisation, does not refer to the style or to details of content.]*
- Yes I do because no-one wants to be sick. Everyone wants good health. *[Irrelevant]*

Code 9: Missing

Question 8: FLU

R077Q04

This information sheet suggests that if you want to protect yourself against the flu virus, a flu injection is

- A more effective than exercise and a healthy diet, but more risky.
- B a good idea, but not a substitute for exercise and a healthy diet.
- C as effective as exercise and a healthy diet, and less troublesome.
- D not worth considering if you have plenty of exercise and a healthy diet.

FLU SCORING 4

QUESTION INTENT: Developing an Interpretation: integrating several parts of the text

Full credit

Code 1: a good idea, but not a substitute for exercise and a healthy diet.

No credit

Code 0: Other

Question 9: FLU

Part of the information sheet says:

WHO SHOULD BE IMMUNISED?

Anyone interested in being protected against the virus.

After Fiona had circulated the information sheet, a colleague told her that she should have left out the words “Anyone interested in being protected against the virus” because they were misleading.

Do you agree that these words are misleading and should have been left out?

Explain your answer.

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FLU SCORING 5

QUESTION INTENT: Reflecting on the Content of a Text: evaluating appropriateness of a section of the text in relation to its overall meaning and purpose

Full credit

Code 2: Evaluates the section of text in relation to the term “misleading” by indicating that there is a potential contradiction. (“Who should be immunised? Anyone...” vs “Who should not be immunised?”). May or may not explain what the contradiction is.

Agreement or disagreement may be stated or implied.

- Yes, because it would be dangerous for some people to have the immunisation (e.g. pregnant women). *[Describes contradiction.]*
- No, because you only have to read another couple of lines to realise that some people shouldn’t have the injection, and on the whole she wants people to have it.
- Yes, because she says “anyone” can and later she states the people who should not be immunised. *[Contradiction identified.]*
- This line suggests that all people should get the vaccine, which is untrue. *[Contradiction briefly indicated.]*
- Yes, to some extent! Maybe: “Anyone interested in being protected against the virus, but who doesn’t suffer from any of the following symptoms or

diseases.” *[Suggested rewording implies recognition of the contradiction.]*

- OR: Evaluates the section of text in relation to the term “misleading” by indicating that the statement may be an exaggeration. (*i.e.* Not everyone needs the immunisation, or the immunisation does not offer complete protection.) May or may not explain what the exaggeration is. Agreement or disagreement may be stated or implied.
- Leave out because having the immunisation is not a guarantee that you won't get the flu.
 - I don't agree, even though it makes it sound as if you will definitely get the flu if you don't have the injection.
 - Having the injection is not a complete protection.
 - Leave out because not everyone gets the flu, especially if you are fit and well.
 - Yes I agree because it makes the shot sound better than it is. *[Implies an exaggeration, though unspecified.]*

Partial credit

- Code 1: Evaluates the section of text, but not in relation to the term “misleading”.
- (1) Indicates that the statement is strong, effective and/or encouraging without mentioning potential contradiction or misleading element; OR
- (2) Indicates that the statement “Anyone interested in being protected against the virus” is redundant because it is stating the obvious.
- It was good to put it in, because it would encourage people. *[1]*
 - It should be there because it makes the message stand out. *[1]*
 - I think that these words should have been left out because it goes without saying that everyone wants to be protected against the virus, even if this is not accomplished through immunisation. *[2]*

No credit

- Code 0: Gives insufficient or vague answer, or restates “misleading” without explanation.
- Leave it in, it's good. *[No explanation.]*
 - They should have put another picture there instead of the heading. *[No explanation.]*
 - Yes, this sentence is misleading and it could cause problems. *[No explanation]*
- OR: Shows inaccurate comprehension of the material or gives an implausible or irrelevant answer.
- It should have been left out because everyone has the right to decide for themselves. *[Misunderstanding of register of the text: it is not an order.]*
 - I think the word FLU should have been put in between THE and VIRUS, because people just taking a glance at it might think that they are talking about another virus and not the flu. *[Implausible explanation for “misleading”.]*
 - Yes, people may be interested but may have a fear of needles. *[Irrelevant]*

Code 9: Missing

Question 10: FLU

R077Q06

According to the information sheet, which one of these staff members should contact Fiona?

- A Steve from the store, who does not want to be immunised because he would rather rely on his natural immunity.
- B Julie from sales, who wants to know if the immunisation program is compulsory.
- C Alice from the mailroom who would like to be immunised this winter but is having a baby in two months.
- D Michael from accounts who would like to be immunised but will be on leave in the week of May 17.

FLU SCORING 6

QUESTION INTENT: Reflecting on Content: applying a set of criteria given in a text to other cases

Full credit

Code 1: Michael from accounts who would like to be immunised but will be on leave in the week of May 17.

No credit

Code 0: Other

Code 9: Missing