

SHSM- Contextualized Learning Activity

Health and Wellness/ Communication Unit

In this unit, you will reinforce and further develop literacy skills directly related to the workplace. These skills will help prepare you to communicate effectively in a variety of forms within given contexts.

You will be required to plan, research and promote the startup of a Health and Wellness related business, for example, a massage therapy clinic, dental or chiropractic office, home health care agency, fitness centre or diet and nutrition consulting firm.

In the **planning stage**, you will need to decide on the type of company, a name for your company, draw a sketch of the floor plan, and examine a map of your town to determine location.

In the **researching stage**, you will need to decide on the instruments and equipment required for your business.

In the **writing stage**, you will be required to produce several forms of writing in tasks related to a variety of communication skills associated with the planning, researching, and promoting of your health and wellness related business.

In the **promoting stage**, you will be required to prepare a presentation to financial backers to gain their support for the financing of your business.

Have fun, be creative...but be thorough.....your company's future depends on it!!

Strand	Overall Expectations
Oral Communication	<ul style="list-style-type: none"> - use speaking skills and strategies appropriately to communicate with different audiences for a variety of purposes
Reading	<ul style="list-style-type: none"> - read and demonstrate an understanding of a variety of informational, literary, and graphic texts, using a range of strategies to construct meaning - recognize a variety of text forms, text features, and stylistic elements, and demonstrate understanding of how they help communicate meaning
Writing	<ul style="list-style-type: none"> - generate, gather, and organize ideas and information to write for an intended purpose and audience - draft and revise writing, using a variety of informational, literary, and graphic forms and stylistic elements appropriate for purpose and audience - use editing, proofreading, and publishing skills and strategies, and knowledge of language conventions, to correct errors, refine expression, and present work effectively
Media	<ul style="list-style-type: none"> - identify some media forms and explain how the conventions and techniques associated with them are used to create meaning - create a variety of media texts for different purposes and audiences, using appropriate forms, conventions, and techniques