

Checklist for Evaluating Health Education Materials



Think about the clients you will be serving. If the answer to any of the first three questions is "no," it may be best not to use it. Remember that most public health clients read at or below the 5th grade level.

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| 1. Is it written at the 5th grade level or below? | Yes =10 | No=0 |
| 2. Are the images, illustrations and text respectful of the person's culture and values? | Yes =10 | No=0 |
| 3. Is the content accurate and up-to-date? | Yes =10 | No=0 |
| 4. Does it focus on what the person must know or do? | Yes=10 | No=0 |
| 5. Is it respectful of the person's feelings and strengths? | Yes=10 | No=0 |
| 6. Is it personal and positive? | Yes =5 | No=0 |
| 7. Does it use common, ordinary words? | Yes =5 | No=0 |
| 8. Does it use both upper & lowercase letters? | Yes=5 | No=0 |
| 9. Does it use type (font) which is not overly ornate or too simple? | Yes=5 | No=0 |
| 10. Is the type size large enough to read easily? | Yes =5 | No=0 |
| 11. Does it use plenty of white space? | Yes =5 | No=0 |
| 12. Are the text and illustrations easy to follow? | Yes =5 | No=0 |
| 13. Do the illustrations show attractive and positive examples of ethnic group(s) you are serving? | Yes =5 | No=0 |
| 14. Are the illustrations simple and realistic? | Yes =5 | No=0 |
| 15. Are there only one or two illustrations per page? | Yes =5 | No=0 |

TOTAL = _____

90 – 100 Likely an excellent material to use with your population

70 – 89 Likely a good material to use

60-69 May not be adequate

59 or below Would not be suitable.