

Criteria for Review of Nutrition Materials

Source information:

- ✓ Title
 - The title should reflect the message of the overall handout. The title should have an emotional message portrayed.
- ✓ Subject matter
 - The subject should contain health messages that are relevant to the WIC population.
- ✓ Type of publication
 - Brochure, newsletter, poster, video, ect...
- ✓ Length
 - The length of the material should reflect the type of publication. Most handouts should be limited to one page and videos to 10 minutes.
- ✓ Single and bulk cost
 - Cost should reflect quality of the material and appropriateness to available funds.
- ✓ Languages available
 - Language of the material should reflect the specific population of the target audience, i.e. English and Spanish.

Reading level and comprehension criteria:

- ✓ Reading level and method of calculation
 - Reading level should not exceed the 8th grade.
- ✓ Clear purpose
 - The purpose of the material should be both clear and concise. Purpose of the material should be limited to one main purpose.
- ✓ Word usage
 - Words used should reflect the American Indian WIC population and should follow the reading level guidelines as stated above.
- ✓ Sentence structure
 - Sentence structure should be grammatically correct.
- ✓ Paragraph structure
 - Paragraph structure should be grammatically correct.
- ✓ Overall organization
 - Reader should be able to follow the words and message easily.
- ✓ Tone
 - Overall tone of the material should be positive and promote healthy lifestyles.

Content criteria:

- ✓ Accuracy and credibility
 - The information on the material should be accurate and from a credible source.
- ✓ Appropriateness
 - The message contained in the material should be appropriate for the American Indian WIC population and for the low-income population.
- ✓ Usefulness
 - The reader should be able to incorporate the message portrayed in the material into their everyday life.

- ✓ Uses appropriate messaging techniques
 - Emotional messages are used when appropriate
- ✓ Appropriateness of recipes, if included
 - Recipes, if used, should be easy to follow and prepare and should reflect the American Indian WIC population food preferences.

Design and quality criteria:

- ✓ Paper quality
 - Paper should be able to withstand moderate usage.
- ✓ Use of color
 - Material should be pleasing to the eye and colors should not be overwhelming.
- ✓ Readability of type size and style illustrations
 - Type font should be at least 12pt and preferably larger.
- ✓ Charts & graphs & tables
 - Charts, graphs, and tables, if used, should be easily understood and their point should be clear.
- ✓ Organization of layout
 - The material should be laid out in a fashion that the reader will be able to comprehend the purpose of the literature.
- ✓ Graphic Design
 - All graphics used should be appropriate and reflect the American Indian population.

Nutrition and Breastfeeding Education Materials Approval Form

All nutrition and breastfeeding materials not obtained from the Inter Tribal Council of Arizona, Inc. must have approval from the Nutrition Coordinator prior to distribution to participants.

Local Agency: _____

Local Agency Representative: _____

Date Sent to ITCA: _____

Date Received by ITCA: _____

Materials:

1. Name: _____

Developed by: _____

- Approved
- Not Approved
- Approved with the following changes:

2. Name: _____

Developed by: _____

- Approved
- Not Approved
- Approved with the following changes:

3. Name: _____

Developed by: _____

- Approved
- Not Approved
- Approved with the following changes:

Signature: _____ Date _____

Nutrition Coordinator