

MI-WIC POLICY

Nutrition Services

5.0 Nutrition Services

Effective Date: 11/06/14

5.01 Nutrition Education Overview and Elements of Client-Centered Nutrition Education

Exhibit 5.01C WIC NUTRITION EDUCATION MATERIALS EVALUATION FORM

Review Date _____

TITLE: _____

PRODUCER/PUBLISHER: _____

DATE OF PUBLICATION/RELEASE: _____ COST: _____

CONTACT INFORMATION OF PRODUCER/PUBLISHER: _____

Copyrighted? Yes _____ No _____ Comments: _____

Check One: Pamphlet Video CD-ROM Web-based DVD Other

Running time for Video/DVD: _____ minutes

Target Audience: Adult Clients/Caregivers Children - ages 1-2 Teens
 Infants Children - ages 3-5

Content appropriate for: Infant 0-6 Children - ages 1-2 Teens
 Infant 6-12 Children - ages 3-5

Is this available in other languages? No _____ Yes _____ If yes, languages available: _____

All nutrition education materials developed by local agencies intended for client use, including newsletters, posters, and pamphlets must include the current non-discrimination statement. See Policy 1.09, Civil Rights, for the current non-discrimination statement and details regarding its use on nutrition education materials.

Comment Summary: _____

Recommended for purchase? Yes _____ No _____

Evaluator's Name: _____ Date: _____

Agency Name: _____

MI-WIC POLICY

Nutrition Services

CONTENT	EXCELLENT	ACCEPTABLE	UNACCEPTABLE	COMMENTS
Accurate and current				
Concurs with WIC policies and procedures				
Main points stand out clearly				
Paragraphs are short				
Material presents “how to” information				
There is no product/company endorsement				
Appropriate for WIC client needs				
Behavior Stages of Change suggested (optional)				
LAYOUT/DESIGN	EXCELLENT	ACCEPTABLE	UNACCEPTABLE	COMMENTS
Overall appearance is Appealing				
Overall message is clear				
Tone is positive				
Stereotyping is avoided				
Pleasing colors, sound				
Balances “white space” with words and illustrations*				
Text uses upper and lower case letters*				
Underlining and bolding rather than all caps*				
Type style and size of print easy to read (type size is at least 12 points serif type is easiest to read)*				
Contrast between print & background*				

*Printed materials only

MI-WIC POLICY

Nutrition Services

VISUALS	EXCELLENT	ACCEPTABLE	UNACCEPTABLE	COMMENTS
Visual images match narrative				
Illustrations convey a message				
Visuals have captions				
Cues such as circles or arrows point out key information				
Illustrations show familiar images that reflect cultural context				
Illustrations and photographs are simple, free from clutter, and not copyrighted (public use)				
Audio items: Able to adjust volume, tone quality. Are pleasing & clear. Conveys positive messages.				
READABILITY	EXCELLENT	ACCEPTABLE	UNACCEPTABLE	COMMENTS
Readability analysis of 4th-8th grade reading level* NOTE: Additional higher or lower reading level materials are acceptable based on client literacy.				

COMMENTS: _____

RETAIN A COPY OF THIS COMPLETED FORM AT YOUR LOCAL AGENCY

*Printed materials only

MI-WIC POLICY

Nutrition Services

Readability analysis of 4th-8th grade reading level can be performed by using either method below.

NOTE: Additional higher or lower reading level materials are acceptable based on client literacy.

FLESH-KINCAID GRADE LEVEL INDEX

This test is calculated on Microsoft Word documents. After Microsoft Word completes a grammar check (under 'Tools' in the toolbar), readability statistics are displayed. This index computes readability based on the average number of syllables per word and the average number of words per sentence. The score indicates a reading grade level.

SMOG Readability Formula

The SMOG formula can predict the grade level difficulty within 1.5 grades in 68% of the passages. To administer the SMOG test:

1. Count the number of words with three or more syllables in a chain of 30 sentences. If you have less than 30 sentences, count the sentences and multiply by a ratio. For example, if you have 14 sentences, multiply the SMOG work count by 2.14 (30 divided by 14).
2. Find the approximate grade level on the chart. Omit terms generally accepted by WIC. Repeat process.

General acceptable WIC terms that may exceed grade level and do not have to be counted:

Breastfeeding	Nutrition	Pregnancy
Education	Nutritionist or	Supplemental
Formula	Registered Dietitian	Vegetables
Minerals	Obesity	Vitamins

SMOG Conversion Table

Total Polysyllabic Word Counts	Approximate Grade Level (± 1.5 Grades)
0 - 2	4
3 - 6	5
7 - 12	6
13 - 20	7
21 - 30	8
31 - 42	9
43 - 56	10
57 - 72	11
73 - 90	12
91 - 110	13
111 - 132	14
133 - 156	15
157 - 182	16
183 - 210	17
211 - 240	18

References:

- U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute. (1994). *Clear & Simple: Developing Effective Print Materials for Low-Literate Readers* (NIH Publication No. 95-3594). Retrieved from <http://www.cancer.gov/cancertopics/cancerlibrary/clear-and-simple/page1/AllPages>.
- USDA, FNS, *WIC Nutrition Education Guidance*, 2005. Retrieved from http://www.nal.usda.gov/wicworks/Learning_Center/ntredguidance.pdf.
- WIC Nutrition Services Standards, 2013. Retrieved from <http://www.nal.usda.gov/wicworks/Topics/WICnutStand.pdf>.

Cross-References:

- 1.09 Civil Rights Policy