



WIC POLICY AND PROCEDURE MANUAL

Michigan Department of Community Health

Chapter/Section: Exh. 6.02C

Effective Date: 12/1/03

Issue Date: 11/1/03

6. NUTRITION SERVICES

6.02 Content of Nutrition Education

FINAL

WIC NUTRITION EDUCATION MATERIALS EVALUATION FORM

TITLE: _____ DATE OF PUBLICATION/RELEASE: _____
PRODUCER/PUBLISHER: _____ COST: _____

ADDRESS 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 Participants/Caregivers Children - ages 1-3 Teens
 Other: _____ Children - ages 3-5

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

Current non-discrimination statement on agency developed materials? Yes _____ No _____

All local agency developed materials intended for participant use, including newsletters, posters, pamphlets must include the current non-discrimination statement (USDA Memo #2000-4):

In accordance with federal law and UNITED STATES Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability.

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

If the material is too small to permit the full statement to be included, the material will, at a minimum, include the statement in print size no smaller than the text:

This institution is an equal opportunity provider.

Evaluate the pamphlet/booklet or AV on the following pages and provide a summary:

Comment Summary:

Recommended for purchase? Yes _____ No

Evaluator's Name: _____ Date:

Agency Name:

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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				
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 are easy to read (type size is at least 12 point and Serif type is easiest to read) *				
Contrast between print and background *				

* Printed materials only

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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 and free from clutter				
Able to adjust volume. Quality of tone and sound of recordings are pleasing and clear. Conveys positive messages.				
READABILITY	EXCELLENT	ACCEPTABLE	UNACCEPTABLE	COMMENTS
Readability analysis to determine reading level (aim for 5 th - 6 th grade reading level for low literacy adult learners) *				

COMMENTS:

RETAIN A COPY OF THIS COMPLETED FORM AT YOUR LOCAL AGENCY.

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The SMOG Readability Formula

Perhaps the quickest way to administer the SMOG test is by using the SMOG conversion table. Simply count the number of words with three or more syllables in a chain of 30 sentences in your draft. Then look up the approximate grade level on this chart. The SMOG formula can predict the grade level difficulty of a passage within 1.5 grades in 68 percent of the passages.

If you have less than 30 sentences, you should count the sentences and multiply by a ratio. For example, if you have 10 sentences, multiply the SMOG word count by 3.0. If you have 14 sentences, multiply the SMOG work count by 2.14 (30 divided by 14).

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

*Developed by Harold C. McGraw, Office of Educational Research, Baltimore County Schools, Towson, MD.

FLESH-KINCAID GRADE LEVEL INDEX

This test is automatically calculated on your Microsoft Word documents. After Microsoft Word completes a grammar check (under tools in the tool bar), 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 grade-school level.

Source: UNITED STATES Department of Health and Human Services. *Clear & Simple: Developing Effective Print Materials for Low-Literate Readers*. Bethesda, MD: National Cancer Institute, 1994 (NIH Publication No. 95-3594).