

MI-WIC POLICY

Michigan Department of Health and Human Services

5.0 Nutrition Services

Effective Date: 02/11/2019

5.01B Nutrition Education Materials Evaluation Form

Implementation Date: 10/14/2019

Purpose: Evaluate nutrition education materials that effectively communicate nutrition and health related topics in appealing, creative, and interactive ways to clients and/or their caregivers.

| | |
|---|---------------------|
| Title | Publisher/Producer |
| Contact information of Publisher/Producer | Website (file path) |

Media Type: Print Internet Software (DVD, CD-ROM)
 Other: _____

Target Audience: Pregnant women Infants – 0-6 months Children – ages 1-2
 Breastfeeding women Infants – 6-12 months Children – ages 3-5
 Post-partum women

Languages Available: English Spanish Arabic
 Other: _____

Free from product endorsements. Yes No
Includes current non-discrimination statement on locally developed materials. N/A Yes No

CONTENT

1. Is current, accurate and consistent with USDA Dietary Guidelines and standards of practice. Yes No
2. Addresses relevant health-related topics of the target audience. Yes No
3. Contains main points that stand out clearly. Yes No

BEHAVIOR FOCUS

1. Includes no more than two main themes. Yes No
For example: A handout with ten strategies to shop on a budget has one main them, shopping on a budget.
2. Uses specific examples of desired behavior. Yes No
For example: "Play active games with your kids, like hide-and-seek or tag" is a specific example/action. "Be more physically active" is not a specific example/action.

CULTURAL SENSITIVITY

1. Uses culturally appropriate content for the target audience. Yes No
2. Uses culturally appropriate visuals for the target audience. Yes No

WORDS

| | | |
|--|------------------------------|-----------------------------|
| 1. Uses simple, common words. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Incorporates positive messages focused on desired positive behavior. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Uses active voice, second person (you/your) conversational tone. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <i>Appropriate example: "Offer healthy and tasty after school snacks for your kids, like grapes or cheese sticks."</i> | | |
| <i>Inappropriate example: "Parents need to provide nutrient dense foods in-between meals for their children."</i> | | |
| 4. Includes repetition of key words and/or new concepts for reinforcement. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

ORGANIZATION AND READABILITY (printed materials only)

| | | |
|--|------------------------------|-----------------------------|
| 1. Uses logical order, with most important messages first. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Uses short paragraphs (60 words or less), if applicable. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Balances "white spaces" with words and visuals. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Contains visuals that are simple and free from clutter and not copyrighted. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Uses several informative headings/subheadings, if applicable. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 6. Uses easy to read font (at least 12 point and not fancy/curly). | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 7. Incorporates bolding or underlining to highlight important text. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 8. Uses purposeful and relevant visuals related to topic/message. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 9. Uses appropriate reading level for target audience. Grade Level: _____ | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <i>Uses 5.01C, Nutrition Education Materials Reading Level Evaluation Target Reading Level: 4th-8th Grade. *If greater than 8th grade, please explain below how this meets your client's needs.</i> | | |

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|---|------------------------------|-----------------------------|
| Recommended for Use: | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| If greater than 3 No's, provide explanation for allowing use below. | | |

COMMENTS

| Reviewer | Date | Agency |
|----------|------|--------|
| | | |

References:

U.S. Department of Health and Human Services. Centers for Disease Control and Prevention. Office of the Associate Director for Communication. (2014). *CDC Clear Communication Index: A Tool for Developing and Assessing CDC Public Communication Products. User Guide*. Retrieved from <https://www.cdc.gov/ccindex/pdf/clear-communication-user-guide.pdf>

Academy of Nutrition and Dietetics. (2013). *Developing & Assessing Nutrition Education Handouts (DANEH) Checklist*. Retrieved from <http://hungerandhealth.feedingamerica.org/wp-content/uploads/2013/12/Nutrition-Education-Handout-Checklist-rev-10-17-13.pdf>

WIC Nutrition Services Standards, 2013. Retrieved from <http://www.nal.usda.gov/wicworks/Topics/WICnutStand.pdf>.

Cross-References:

1.09 Civil Rights Policy

