

Checklist for Print Materials

Title: _____ Material date: _____

Target audience: _____ Date reviewed: _____

Directions: Place a check mark next to each item that meets the desired attribute.

Organization

The material:

- _____ 1. Has an attractive cover that indicates the core content and intended audience.
- _____ 2. Stresses “need to know” information.
- _____ 3. Presents no more than three or four main points.
- _____ 4. Is technically accurate.
- _____ 5. Has headers and summaries that demonstrate organization and provide message repetition.
- _____ 6. Includes a summary that stresses desired reader action or behavior change.

Writing Style

The writing:

- _____ 7. Is in conversational style, active voice.
- _____ 8. Is at the appropriate target audience literacy level with little or no technical jargon. The reading level is _____. (Use the *Fry readability formula*, see Appendix C in the CDC document *Simply Put* www.cdc.gov/healthmarketing/pdf/Simply_Put_082010.pdf. Target group pre-testing is the best way to judge communication effectiveness.)
- _____ 9. Has vivid and interesting text with a friendly tone.

Appearance

- _____ 10. Pages or sections appear uncluttered and have ample white spaces.
- _____ 11. The material uses lowercase letters and capitals only where they are grammatically needed.

- _____ 12. There is a high degree of contrast between the print and the paper.
- _____ 13. The print size is a least 12-point, serif type with no stylized letters.
- _____ 14. Illustrations are simple, appropriate, and enhance the material.
- _____ 15. Illustrations amplify the text, have captions and/or are placed next to related text.

Appeal

The material:

- _____ 16. Is culturally, gender, and age appropriate.
- _____ 17. Closely matches the logic, language, and experience of the intended audience.
- _____ 18. Invites interaction via questions, responses, suggested action, etc.
- _____ 19. Is free of biases (racial, sexual, cultural, product, religious, political).
- _____ 20. Meets community and target audience standards.

I recommend the material for the target audience. Yes _____ No _____

If no, please explain:

Adapted from a *Checklist for print materials; Teaching Patients with Low Literacy Skills*, page 43; Doak, Doak and Root; 1996; *Program Guidelines for Project Grants for Family Planning Services*; United States Department of Health and Human Services; Office of Population Affairs; January 2001