

Criteria for Developing and Evaluating WIC Education Materials



Content

- ❑ accurate and current
- ❑ without sponsor or product bias
- ❑ ethnically and culturally sensitive
- ❑ promotes positive behavior
- ❑ written in conversational tone
- ❑ written in active voice
- ❑ written in a personal style: “your baby”, “your pregnancy”
- ❑ presents practical “how to” information
- ❑ contains concrete examples
- ❑ has simple and familiar words with one or two syllables
- ❑ avoids the use of negative language such as never, should, or must
- ❑ relevant to WIC families

Readability

- ❑ short sentences and short paragraphs
- ❑ appropriate reading level (5th-6th grade or lower)
- ❑ readable type of at least 12 point font
- ❑ only one or two fonts on a page to avoid confusion
- ❑ serif font (Times, Times Roman or Palatino) for the body
- ❑ sans serif font (Helvetica or Arial) for headings
- ❑ upper and lower case letters
- ❑ underlining or **bolding** rather than *italics* or ALL CAPS to give emphasis
- ❑ bulleted information
- ❑ avoids hyphenated words

Layout/Graphics

- ❑ balance white space with words and illustrations
- ❑ well organized and attractive
- ❑ contains appropriate illustrations (avoid stereotypes)
- ❑ illustrations are relevant to the text, meaningful to the audience, and appropriately located
- ❑ graphics depict positive behavior
- ❑ information is grouped under topic headings

References

AMC Cancer Research Center, *Beyond the Brochure: Alternative Approaches to Effective Health Communications*; 1994.

Doak, Doak and Root, *Teaching Patients with Low Literacy Skills*; 1996.

National Institutes of Health, *Making Health Communication Programs Work*; 1992.