



HOEC 105 “Community Nutrition” Assignment

Assignment: Evaluation of Nutrition Education Materials (15 points)

DUE: _____

Explore recommended websites (see HOEC 105 webpage for links to resources), or other relevant sources to obtain a sample of a nutrition education print material (for use with patients or clients). Use the “Evaluation Checklist” copied from “How to Design & Evaluate Printed Health Education Materials” handout to rate the printed materials. Write a summary/reflection paper (1 page long typed, 1” margins, double spaced) critiquing the sample material by addressing the following questions:

- Comment on the assessment score of your selected print material.
- What is “health literacy”?
- What are the strengths of your selected nutrition education material?
- How effective do you think this material is for its target audience?
- What item/s would you change to make it more effective?
- What are some new ideas you learned about best practices for designing nutrition education materials?

Evaluation Checklist *Rate the extent to which criteria are met; 5 being totally and 1 not met at all.*

	1	2	3	4	5
1. Does it fully present one specific theme?					
2. Is the content or message easily understood?					
3. Do the illustrations clarify or complement the written parts?					
4. Are the sizes of the letters easy to read?					
5. Does it provide a synopsis of the message or content?					
6. Does it have aspects that emphasize important ideas, such as type, size, style, or color of certain parts?					
7. Are the writing style, grammar, and punctuation appropriate for the audience?					
8. Does it avoid information overload or too much writing in one place?					
9. Does it use language and graphics that are easily understood by the target audience?					
Totals					

(NOTE: Be sure to turn in the sample material with your report.)