Checklist for public health education/promotion materials

Use these criteria to assess existing public health education materials or guide you in developing new materials.

Content	Yes	No	N/A
Does the title relate to the content?			
Is the purpose of the material clearly stated?			
Does the content reflect current public health practice?			
Does the content include all essential information about the topic?			
Is the content divided into sections?			
Is the information organized in a logical, easy-to-follow sequence?			
Is a table of contents used when there are many pages?			
Are important points emphasized or summarized?			
Does the material encourage interaction with the reader?			
Does the material encourage readers to take an active role in their health care?			
Are readers directed to other sources of information or support if needed?			
Is the material free from bias and commercial endorsement?			

Writing Style	Yes	No	N/A
Is the material written in plain language?			
Is the average sentence length about 10 words?			
Are medical and technical words, and abbreviations defined?			
Is the material written mostly in the active voice?			
Is the tone of the writing positive?			
Is the writing style personal and conversational?			

Clear Design	Yes	No	N/A
Is the format suitable for the way readers will use the material?			
Is the font style simple and easy to read?			
Does the font size increase from body text, subheadings to headings?			
Are upper and lower case letters used, not all capitals?			
Is the line length comfortable, between 50 to 70 letters?			
Is the text left justified, without hyphens?			
Is white space used around margins and between sections of text?			
Are bullets used to present lists?			
Are important points emphasized with bold or a box?			
Is dark ink used on light, non-glare paper?			
Does the use of colour emphasize and not distract from the message?			

Illustrations	Yes	No	N/A
Do illustrations have simple, clear lines without distracting details or shading?			
Do illustrations have clear captions and labels?			
Do illustrations show people, activities and objects that are realistic, positive and culturally acceptable to patients?			
Are body parts shown within the context of the whole body?			

Process of Development	Yes	No	N/A
Has a Strategy Statement/Creative Brief been prepared?			
Has the content been reviewed by the Communications Working Group?			
Has the material been tested with patients and families?			
Has the content been reviewed by a Cree language/culture specialist?			

Has the content been reviewed by a local CHR (Community Health Representative)?			