**ASSESSMENT FOR FARMWORKER-FRIENDLY MATERIALS**

**Print/Written Material**

**Material assessed:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Yes** | **NO** | | **Comments** |
| **General Content/Messaging**   * Limit content to 2 or 3 key objectives. Does not provide too much information or try to cover everything at once. |  |  | |  |
| * Purpose of the material is clearly understood or stated. |  |  | |  |
| * The content is recent and aligns with current guidelines |  |  | |  |
| * A summary of identified action steps or desired behaviors for the audience |  |  | |  |
| **Writing Style/Text Construction**   * There is little or no technical jargon, or it is defined when used. |  |  | |  |
| * Written at or below 6th grade level |  |  | |  |
| * For materials in English: Use of one or two-syllable words * For materials in Spanish: Avoids long/difficult words and words ending in *“mente”* or *“isimo”* |  |  | |  |
| * Use of short paragraphs |  |  | |  |
| * The writing is in conversational style, active voice. |  |  | |  |
| * Avoid all but the most simple table and graphs. |  |  | |  |
| **Organization/ Text Appearance**   * Ample white/empty space with pages or sections appearing uncluttered |  |  | |  |
| * Use of headings and subheadings to separate blocks of text |  |  | |  |
| * Uses bulleted lists. |  |  | |  |
| * Illustrations are simple and serve to amplify the text. Large font (min. 12 point) with serifs is used. Photos are used to demonstrate “how-to” steps. Limited use of symbols. |  |  | |  |
| * No more than two or three font styles on a page |  |  | |  |
| * Use of uppercase and lowercase text |  |  | |  |
| * Avoidance of italics, stylish fonts, and reverse print |  |  | |  |
| **Cultural and Linguistic Appropriateness**   * Content is gender, age, and culturally appropriate of the target audience. |  |  |  | |
| * The material acknowledges and incorporates cultural health knowledge and normal cultural practices. |  |  |  | |
| * Text is vivid and interesting. |  |  |  | |
| * Tone is friendly and not patronizing. |  |  |  | |
| * Is available in major indigenous languages? (Mixtec, Triqui, Mam, Ki’che, Maya) |  |  |  | |
| * Content uses harm-reduction practices if best practices are not realistic in typical living/working conditions for farmworkers. |  |  |  | |
| * Images show racially and age-diverse persons. |  |  |  | |
| * Information has been tested with farmworkers or immigrant Latinos in other low-wage occupations. |  |  |  | |
| * Can this be useful content for a presentation reference or to share with a CHW/promoter? |  |  |  | |

Overall Recommendations: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other considerations: