**ASSESSMENT FOR FARMWORKER-FRIENDLY MATERIALS**

**Print/Written Material**

**Material assessed:**

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| --- | --- | --- |
| **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.
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| * 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”*
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| * Use of short paragraphs
 |  |  |  |
| * The writing is in conversational style, active voice.
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| * Avoid all but the most simple table and graphs.
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| **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.
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| * 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.
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| * 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
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| **Cultural and Linguistic Appropriateness*** Content is gender, age, and culturally appropriate of the target audience.
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| * The material acknowledges and incorporates cultural health knowledge and normal cultural practices.
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| * Text is vivid and interesting.
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| * Tone is friendly and not patronizing.
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| * 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.
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| * Images show racially and age-diverse persons.
 |  |  |  |
| * Information has been tested with farmworkers or immigrant Latinos in other low-wage occupations.
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| * Can this be useful content for a presentation reference or to share with a CHW/promoter?
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Overall Recommendations: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other considerations: