

ASSESSMENT FOR FARMWORKER-FRIENDLY MATERIALS
Print/Written Material

Material assessed:

	<u>Yes</u>	<u>NO</u>	<u>Comments</u>
<u>General Content/Messaging</u>			
<ul style="list-style-type: none"> Limit content to 2 or 3 key objectives. Does not provide too much information or try to cover everything at once. 			
<ul style="list-style-type: none"> Purpose of the material is clearly understood or stated. 			
<ul style="list-style-type: none"> The content is recent and aligns with current guidelines 			
<ul style="list-style-type: none"> A summary of identified action steps or desired behaviors for the audience 			
<u>Writing Style/Text Construction</u>			
<ul style="list-style-type: none"> There is little or no technical jargon, or it is defined when used. 			
<ul style="list-style-type: none"> Written at or below 6th grade level 			
<ul style="list-style-type: none"> For materials in English: Use of one or two-syllable words For materials in Spanish: Avoids long/difficult words and words ending in "<i>mente</i>" or "<i>isimo</i>" 			
<ul style="list-style-type: none"> Use of short paragraphs 			
<ul style="list-style-type: none"> The writing is in conversational style, active voice. 			
<ul style="list-style-type: none"> Avoid all but the most simple table and graphs. 			
<u>Organization/ Text Appearance</u>			
<ul style="list-style-type: none"> Ample white/empty space with pages or sections appearing uncluttered 			
<ul style="list-style-type: none"> Use of headings and subheadings to separate blocks of text 			



<ul style="list-style-type: none">• Uses bulleted lists.			
<ul style="list-style-type: none">• 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.			
<ul style="list-style-type: none">• No more than two or three font styles on a page			
<ul style="list-style-type: none">• Use of uppercase and lowercase text			
<ul style="list-style-type: none">• Avoidance of italics, stylish fonts, and reverse print			
<u>Cultural and Linguistic Appropriateness</u>			
<ul style="list-style-type: none">• Content is gender, age, and culturally appropriate of the target audience.			
<ul style="list-style-type: none">• The material acknowledges and incorporates cultural health knowledge and normal cultural practices.			
<ul style="list-style-type: none">• Text is vivid and interesting.			
<ul style="list-style-type: none">• Tone is friendly and not patronizing.			
<ul style="list-style-type: none">• Is available in major indigenous languages? (Mixtec, Triqui, Mam, Ki’che, Maya)			
<ul style="list-style-type: none">• Content uses harm-reduction practices if best practices are not realistic in typical living/working conditions for farmworkers.			
<ul style="list-style-type: none">• Images show racially and age-diverse persons.			



NCFH

National Center for Farmworker Health, Inc.

<ul style="list-style-type: none">Information has been tested with farmworkers or immigrant Latinos in other low-wage occupations.			
<ul style="list-style-type: none">Can this be useful content for a presentation reference or to share with a CHW/promoter?			

Overall Recommendations:

Other considerations:
