



ASSESSMENT FOR FARMWORKER-FRIENDLY MATERIALS

Material assessed:

	<u>Yes</u>	<u>NO</u>	<u>Comments</u>
<u>General Content/Appeal</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">• Content is limited to what patients really need to know/desired behavior changes are stressed.			
<ul style="list-style-type: none">• A summary that stresses what to do is included.			
<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">• Use of one or two-syllable words			
<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/ Appearance</u>			
<ul style="list-style-type: none">• Ample white 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. Preferable.			
<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.			



NCFH

National Center for Farmworker Health, Inc.

<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.			
<ul style="list-style-type: none">• Information has been tested with farmworkers or immigrant Latinos in other low-wage occupations.			

Overall Recommendations:
