

Nutrition Education Materials

Characteristics of Appropriate Materials

To see if an educational video, pamphlet, or program is appropriate, evaluate based on these characteristics:

- Vocabulary used is familiar to target group. Very limited use of technical terms.
- Main ideas are clear and flow smoothly.
- Ideas presented in a positive way, using active voice.
- All illustrations contribute to the written message. Table & graphs are simple and easy to read.
- Variety of racial, ethnic, and religious groups are represented.
- Clear headings are provided for each topic.
- Audiovisuals - presentation progresses at a pace which permits comprehension. Some blank time is allowed for absorbing concepts presented.
- Audiovisuals - clear speaker, voice, music; good quality of sound.
- Information is accurate and recommendations are current, using the latest edition of the Dietary Guidelines and using the Food Guide Pyramid.
- Subject matter (nutrition) is presented objectively and the scope of information appropriate for target audience. Reliable resources and references are used.