

Indiana WIC Nutrition Materials Evaluation Form

Agency: _____

Prepared by: _____

Title: _____

Publisher: _____

Address: _____

Publication Date: _____

Website: _____

Cost: _____ (each) _____ (bulk)

Quantity: _____

How will you provide a sample? ☐ Email, ☐ Fax, ☐ Mail

Format

☐ Handout ☐ Newsletter ☐ Other ☐ DVD: length _____ (mins)

☐ Pamphlet ☐ Poster: Size _____ ☐ Videotape: length _____ (mins)

☐ Book: # of pgs: _____

Available Language(s)

Target Audience

☐ PG ☐ Adult on behalf of infant/child ☐ Child

☐ BF ☐ Adolescent

☐ PP _____ Infant

Summary of Topic(s) Presented:

Strengths:

How do you plan to use these materials?

THIS FORM IS POSTED TO THE NUTRITION SERVICES
TAB ON SHAREPOINT UNDER NUTRITION MATERIALS
EVALUATION. PLEASE USE THAT FORM.

Indiana WIC Nutrition Materials Evaluation Form

Content			
1. Nutrition information is accurate and evidence based	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
2. Appropriate to the age, gender, educational level, ethnicity, socioeconomic status and lifestyle of the target audience	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Style			
1. Free of ethnic/gender stereotyping	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
2. Tone is personal, positive and respectful	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
3. Material is free of grammatical errors	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Design			
1. Unique/interesting, will hold attention of viewers	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
2. High quality artwork, paper and typeset	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
3. Pleasing colors and sound	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
4. Readable type, size and style	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
5. Appropriate illustrations for the target audience	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
6. Layout is organized and balanced	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

State Staff Only

Please review for comment the attached nutrition education literature and/or materials.

Nutritionist Initials: _____	Approve <input type="checkbox"/> Yes <input type="checkbox"/> No
Comments: _____	
Nutritionist Initials: _____	Approve <input type="checkbox"/> Yes <input type="checkbox"/> No
Comments: _____	
Nutritionist Initials: _____	Approve <input type="checkbox"/> Yes <input type="checkbox"/> No
Comments: _____	
Nutritionist Initials: _____	Approve <input type="checkbox"/> Yes <input type="checkbox"/> No
Comments: _____	
Nutritionist Initials: _____	Approve <input type="checkbox"/> Yes <input type="checkbox"/> No
Comments: _____	