

**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

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

**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?

\_\_\_\_\_

\_\_\_\_\_

## Indiana WIC Nutrition Materials Evaluation Form

<b>Content</b>			
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
<b>Style</b>			
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
<b>Design</b>			
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: _____	