

Title of Material:  Main Topic:  Target Audience:  Developed by:

Date Brochure:  Developed  Adapted:  Date Brochure:  Revised  Reviewed:

Format of Material:  Flyer  Brochure  Booklet  Poster  Other:

This material is exempt from review and does not require the Checklist. (See Document B)

Yes, describe why:   No

**A. CONTENT REQUIREMENTS**

	Somewhat Met <sup>1</sup>	Met <sup>2</sup>	Not Met <sup>3</sup>	NA
1. Non-clinical content is accurate and up-to-date:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Number of concepts/messages is limited to 2-3 per page:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Sentences are simple:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Technical terms are defined:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Material is written in an active voice:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Meets 6 <sup>th</sup> grade reading level requirement:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading Level: <input type="text"/>				
Method used: <input type="checkbox"/> Flesh Reading <input type="checkbox"/> Fry <input type="checkbox"/> Gunning Fog <input type="checkbox"/> SMOG <input type="checkbox"/> Other: <input type="text"/>				
7. Material does not use the word “free” in reference to cost sharing:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Focuses on specific actions (behaviors):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**B. LAYOUT REQUIREMENTS**

1. Blocks of text are in Serif font and are ≥ 12 point for general audiences or ≥ 14 point for seniors or persons with impaired vision:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. All capital letters are used only for headings, subheadings, and content emphasis, and when grammatically correct:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. There is adequate white space (~30%):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The layout guides the reader with headings, bullets/numbers, font formatting and size:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<sup>1</sup> A provision is **met** when 85-100% of the material being assessed meets the expected standards or specific criteria.  
<sup>2</sup> A provision is **somewhat met** when 65-84% of the material being assessed meets the expected standards or specific criteria.  
<sup>3</sup> A provision is **not met** when 0-64% of the material being assessed meets the expected standards or specific criteria.

	Met	Somewhat Met	Not Met	NA
5. Main points, phone numbers, and program names are emphasized using bold, boxes, or increased font size:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. There is appropriate contrast between the print and background colors:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**C. VISUAL REQUIREMENTS**

1. Visuals are relevant to the accompanying text:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Visuals are simple and uncluttered:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. People or equivalent visual presentation of people and activities are representative of the intended audience:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**D. CULTURAL APPROPRIATENESS REQUIREMENTS**

1. Visuals are culturally appropriate for the intended audience (material is not offensive, does not reinforce stereotypes, and is inclusive in representation):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Content is culturally appropriate for the intended audience (provides culturally meaningful information such as “how to” advice and examples):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Topic-specific cultural relevance is reflected where applicable (such as food and exercise habits of the intended audience):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Materials created by the MCP are available in alternative formats upon request:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**E. FIELD-TESTING**

MCP qualified health educator determines if field-testing is needed for this material.

- Was this material field-tested?  Yes      Month/Year material was field-tested:   
 No,      Explain why:
- Type of field-testing conducted:  Focus Groups       Individual Member Interviews  
 Community Advisory Committee (CAC) Review       Other:
- Total # of participants in focus groups, interviews, or CAC:
- Description of participants (ethnicity, language spoken, disabilities, etc.):
- Summary of field-testing results:

**F. MEDICAL CONTENT REVIEW**

MCP qualified health educator determines if material requires clinical review to verify medical accuracy. If not required, check N/A.

	<b>Met</b>	<b>Somewhat Met</b>	<b>Not Met</b>	<b>NA</b>
1. Clinical content is medically accurate:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Clinical content is up-to-date:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Primary Medical Content Reviewer or Medical Review Committee:				
<input type="checkbox"/> Physician	<input type="checkbox"/> NP/PA/RN	<input type="checkbox"/> Pharmacist	<input type="checkbox"/> Other: <input style="width: 50px;" type="text"/>	

**G. TRANSLATED/NON-ENGLISH MATERIALS**

Keep translation documentation on file for auditing purposes. This material is available in the following languages (in addition to English):

Arabic   
 Armenian   
 Chinese   
 Farsi   
 Hmong   
 Khmer   
 Korean  
 Russia   
 Spanish   
 Tagalog   
 Vietnamese   
 Other (specify):

Translation was reviewed by at least one other person who knows the language, besides the translator:  Yes  No

**H. QUALIFIED HEALTH EDUCATOR'S SIGNATURE**

Material must be reviewed for readability and suitability standards *at least* every 5 years.

Initial Review   
 Subsequent (5-Year) Review

**Material Review and Certification**

**Approved:** If any provisions are marked "somewhat met" and/or "not met", justify why the document was approved. (e.g. there was just 1 "not met" provision and one "somewhat met" provision, and all the other provisions were met; there is little information on the topic, and it sufficiently captures the main points needed on the topic, despite an 11-point font, etc.):

**Not Approved**

My signature below certifies that this material was reviewed, as stated, and if approved, meets DHCS criteria.

Print Name:  Title:

Signature: \_\_\_\_\_ Date:

DHCS Health Education Consultant (For MCPs without a qualified health educator):

Print Name:

Signature: \_\_\_\_\_ Date: