

I&E General Staff Review Form



Purpose: Title X agencies are responsible for evaluating the appropriateness of informational and educational (I&E) materials for their client population. Use this form to evaluate a material’s cultural and linguistic appropriateness, readability, and whether it meets your agency’s basic standards for sharing.

How to use: Identify a staff member to assess whether the I&E material under review is suitable for the intended audience and to complete this form. Refer to online, free readability assessments to determine a material’s reading grade level, as needed. Once the review is complete, follow the next steps outlined at the end of this form.

Agency name: _____ Review date: _____

Material title (if there is no title, describe the material): _____

Material type: _____ Publication date: _____

Material source/publisher: _____

Language(s) the material is available in: _____

Language of the material under review: _____

Material Evaluation

Review the material and use your judgment to answer the questions below. If you think the material is not culturally sensitive or appropriate for the client population, skip questions 1–14 and go directly to question 15. Once you have completed this form, follow the next steps outlined at the bottom of the page.

1. Who is the intended audience for this material? (Check all that apply)

- Females
- Males
- LGBTQ+
- Adolescents (13–18)
- Young adults (18–25)
- Adults (26 and older)
- Other: _____

2. What is the reading grade level of this material? _____

Describe how you arrived at the reading level (Fry Graph, SMOG, Flesch Reading Ease, etc.): _____

	Yes	No	N/A
3. Is the main message of the material clear?	<input type="checkbox"/>	<input type="checkbox"/>	
4. Is the material's content accurate?	<input type="checkbox"/>	<input type="checkbox"/>	
5. Does the material use common, everyday words?	<input type="checkbox"/>	<input type="checkbox"/>	
6. Does the material use the active voice? (For example, does it say, "We will ask..." rather than "You will be asked...")	<input type="checkbox"/>	<input type="checkbox"/>	
7. Does the material use font types and sizes that are easy to read?	<input type="checkbox"/>	<input type="checkbox"/>	
8. Does the material incorporate white space and headers to break up the text?	<input type="checkbox"/>	<input type="checkbox"/>	
9. If there are illustrations or pictures, are they appropriate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. If there are illustrations or pictures, are they visually appealing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No	N/A
11. If there are illustrations or pictures of people, are they reflective of the intended audience and its diversity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Is the material respectful of the clients' cultures and values?	<input type="checkbox"/>	<input type="checkbox"/>	
13. Does the material address the reader as a partner in decision making and care?	<input type="checkbox"/>	<input type="checkbox"/>	
14. Does the material indicate where to go with questions or for more information?	<input type="checkbox"/>	<input type="checkbox"/>	

Keeping in mind your responses to the questions above, please answer the questions below.

15. Based on your review, describe any strengths or weaknesses of this material.

Strengths:

Weaknesses:

16. In your estimation, does this material meet our agency's basic standards for distribution? Yes No

Why or why not?

17. Do you recommend that we share this material with our clients? Yes No

Please explain:

18. Other comments or suggestions:

Name of reviewer: _____ Staff position of reviewer: _____

Reviewer's signature: _____ Date: _____

Next steps

Notify the staff member coordinating the I&E material review process that you have completed your review so they can update the *I&E Materials Inventory Log*, record your recommendations on the *I&E Materials Review Summary Form*, and, if appropriate, pass the material on to the assigned medical reviewer for feedback.