

Using a video recording (record using Panopto -- see Syllabus), for your assigned nutrition education material:

5 points: Categorize the type of message: Where would one likely find/come across this nutrition message / ed material? Why do you categorize it that way?

Newspaper, Magazine, Gym Bulletin, Conventions

The material is a brochure and it seems like it is meant to be posted somewhere or handed out to people.

Use the format below to analyze your assigned message/material, and comment on the appropriateness of each.

5 points: Message: What is the message? IS THE INTENDED OBJECTIVE / MESSAGE CLEAR?

The message they are trying to convey is both the benefits of switching to the Mediterranean diet as well as how to do it.

HOW COULD THIS BE IMPROVED UPON?

Who is the Author /Originator of this message?

The author is Oldways Cultural Food Traditions.

Who is the Publisher of this message?

Is the Author and/or producer of the material a credible, unbiased source?

After looking at their website, they seem credible however their focus is on the MED diet so they are bias toward that diet being "the best" however their material is credible.

In what language(s) is this message?

English only

5 points: Method/Mode of Communication:

HOW COULD THIS BE IMPROVED UPON?

What is the Date of Publication?

2019

What is the Length of the "publication" (e.g., minutes, pages, etc.)

2 pages, 4 pictures, 1 graphic

Is the Mode of communication appropriate for the Content/Subject matter? For the Intended Audience?

Yes, it was designed to spark interest not convey all of the info at once

Intended audience seemed to be adults

5 points: Intended Audience: Who is the intended Audience? IS THE INTENDED AUDIENCE CLEAR?

HOW COULD THIS BE IMPROVED UPON?

10 points: How is the information is accurate, credible useful? How does the message support health and well-being? Is it Evidence-Based?

Evidence based. Gives tips

HOW COULD THIS BE ENHANCED OR IMPROVED?

Is this accurate, credible information: Information is based on up-to-date, and credible research.

up to date at the time it came out, no much has changed since on this topic

References and resources are accurate and up-to-date.

Yes

Material is free of sponsor/product bias.

Yes

The content addresses the target/intended audience needs and concerns.

Yes and more info

Examples are relevant to lifestyle of target audience.

Yes

Messages clearly describe desired behavior changes and how to achieve them.

Not really, is too general especially w wine

General or abstract ideas are reinforced with specific, concrete examples.

Half and Half

****IF A RECIPE:***

RECIPE IS APPROPRIATE:

Does the recipe:

Teach a desirable food behavior?

Yes

Reinforce important concepts?

Yes

Use readily available ingredients?

N/A

Use a Reasonable number of Ingredients?

N/A

Use foods acceptable to the target audience?

Yes

Use precise and simple measurements?

N/A

Give the number of servings and serving size?

N/A

Give recommendations for safe food handling and storage?

N/A

IS THE RECIPE:

Compatible with the Dietary Guidelines for Americans?

Yes

Easy to read?

N/A

Easy to follow?

N/A

Accurate and tested?

N/A

Adaptable to various cooking conditions and equipment?

N/A

5 points: How is the information APPROPRIATE

Information presented contributes to appropriate conclusions and actions.

Yes

Information is appropriate to the age, gender, educational level, ethnicity, SES, lifestyle of the target/intended audience.

Yes, easy to read but not basic

Free of cultural bias and stereotyping.

Cultural bias towards Medi

10 points: Is there any MIS-information? If so, what is it?

CORRECT ANY MIS-INFORMATION, using citations as appropriate.

10 points: In what ways can the message be damaging?

HOW COULD THIS BE CORRECTED, using citations as appropriate?

25 points: Use the SMOG Formula to Calculate the Readability.

Is the readability appropriate for the intended audience? If not, how could it be improved?

What is reading level?

Method of calculation:

Clear purpose: title conveys content of material or attracts audience's attention. Introduction provides clear purpose of material.

Appropriate word usage: Words are familiar to target audience. Words are short, usually 2 syllables or less. New words are clearly defined. Two or fewer technical terms are used, with definitions provided. Vocabulary is consistent.

Appropriate sentence structure: Sentences are simple, short, specific, use active voice. Material is free of grammatical errors.

Appropriate paragraph structure: Paragraphs are limited to single message. Main ideas are clear and simply stated. Ideas flow smoothly and logically.

Appropriate overall organization: Appropriate number of concepts presented for length of piece. Priority is given to key information and recommendations. Headings identify different topics or concepts. Headings are simple and located close to

text. key ideas are highlighted, repeated, and summarized. Material is free of typographical errors.

Appropriate tone: Tone is personal, positive, and respectful. Uses personal pronouns and avoids gender bias.

Is the Resource Culturally-appropriate for the audience? If not, how could it be improved? Yes

Is the message ACCURATE? CREDIBLE? TIMELY? If not, how could it be improved?

Yes for the format

Are there CONTENT ERRORS? IS GRAMMAR, SPELLING, PUNCTUATION correct? Does writing and/or concepts FLOW? If not, how could it be improved?

None that I notice

DESIGN: Is the Design, color scheme, layout appropriate? Use of white space? Highlighting? Does it capture attention? Is it interactive, as appropriate?

The graphic is appropriate and the pictures are meant to grab attention

Appropriate use of color - to enhance appeal of material, draw attention to key areas; print can be easily read through background tints?

Pops but is not too much

Readable type size and style?

Yes

Appropriate illustrations: Illustrations are simple and realistic. Located next to related items in the text. Serve to clarify, explain, or draw attention to main ideas in text. Provide a reasonable representation of a variety of people and families. Positive role models are depicted. Do illustrations / art support the message(s)? If not, how

could it be improved?

Pictures are appropriately used and in the correct spots

Appropriate use of tables, charts, graphs: Clear and easy to read. Require no further calculations or background knowledge to be understood. Located next to related ideas in text. Use is appropriate to target audience.

Graphic is appropriate but should be labeled more

Organized, balanced layout: Uncluttered layout balances white space, words, and illustrations. Uses ragged right margins to aid readability. Line length is neither too short nor too long for type size.

Appropriate spacing and not too wordy

15 points: Your final analysis (sum it up, what are your conclusions, recommendations, etc)