



Evaluating Nutrition Education Materials

Evaluation Tools for Nutrition Education Materials

Nutrition Education that needs to be evaluated:

- ▶ Materials developed by the State WIC program
- ▶ Materials not previously evaluated
- ▶ Materials developed locally, and/or
- ▶ Materials obtained from other community health agencies (i.e. American Heart Association, American Cancer Association, American Diabetes Association)

Materials are **approved** for use in the Nebraska WIC Program, if they meet the guidelines specified in the **“Developing & Assessing Nutrition Education Handouts (DANEH) Checklist.”**

DANEH: Developing and Assessing Nutrition Education Handouts Checklist

- ▶ This checklist was created by the Academy of Nutrition and Dietetics Foundation to:
 - ▶ 1. Screen existing nutrition education handouts
 - ▶ 2. To use in developing quality nutrition education handouts.

Based on the results of a literature review, the checklist incorporates 22 constructs, identified as quality indicators to be included in nutrition education handouts. The constructs are categorized into five main topic areas:

- ▶ Content
- ▶ Behavior focus
- ▶ Cultural sensitivity
- ▶ Written word
- ▶ Organization/readability.

DANEH: Developing and Assessing Nutrition Education Handouts Checklist

Nutrition Education Handout Checklist

Nutrition Education Handout Checklist
Scoring Criteria

Content:
Current, accurate, and consistent with USDA Dietary Guidelines and MyPlate
(required 'yes' for approval)

Yes ☐

Check "yes" if the content promotes current, evidence-based recommendations, and is consistent with USDA Dietary Guidelines and MyPlate.

No ☐

Check "no" if the content is based on outdated information (including MyPyramid).

Comments: _____

Promotes relevant health issues for target audience

Yes ☐

Check "yes" if the content addresses a relevant health issue of the target audience (i.e., reducing sodium for African-American audiences).

No ☐

Check "no" if the content is not relevant to the target audience (i.e., eating organic fruits and vegetables for low-income audiences).

Comments: _____

Clear purpose

Yes ☐

Check "yes" if it is immediately clear what the handout will tell you or how it can help you.

No ☐

Check "no" if you have to read much of the content before you realize what the handout will tell you or how it can help you.

Comments: _____

Total Content Score _____
(3 possible 'yes' responses)

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Evaluation of materials created outside of the NE WIC Program

- ▶ Complete the DANEH Checklist. The results should be recorded on the Checklist.
- ▶ Completed forms and copies of the evaluated materials should be kept on file at the local WIC clinic. These will be evaluated during Management Evaluation visits.
- ▶ Nutrition related media and pamphlets must be approved for use by the local agency Nutrition Coordinator, Registered Dietitian or Consultant RD.
- ▶ Breastfeeding related media or pamphlets must be approved for use by the local agency Breastfeeding Coordinator, Registered Dietitian or Consultant RD.

Locally developed NE WIC education materials

- ▶ Please utilize the DANEH Checklist to aid in developing and evaluating local agency developed education materials.
- ▶ Send locally developed material and the completed DANEH Checklist to State Nutrition and Breastfeeding Coordinator for approval, before using with WIC participants.

Next Steps...

Please use the DANEH Checklist

- ▶ To evaluate materials created by community based programs
 - ▶ Keep copy of results and copy of material on file at your agency and/or clinic
 - ▶ Based on results of evaluation, continue to use or stop use of nutrition ed material
- ▶ To evaluate locally developed materials
 - ▶ Please evaluate the material
 - ▶ Send your evaluation and a copy of the nutrition ed material to the State Nutrition and Breastfeeding Coordinator
 - ▶ Based on results of DANEH checklist and State Nutrition and BF Coordinator review, continue to use or stop use of nutrition ed material

Questions