

Scoring Tool for Nutrition Education Materials



Title of Nutrition Education Material: _____

Reviewer: _____ Date: _____

Criteria (for details, see scoring guide)	No	Somewhat	Yes
1. Messages are <u>consistent with USDA Dietary Guidelines</u> .	1	2	3
2. If materials are produced by food companies, they <u>promote only healthy</u> behavior change messages.	1	2	3
3. Materials use pictures and short, simple words.	1	2	3
4. Materials are <u>culturally-appropriate</u> for those served.	1	2	3

If any material scores a “1” on any of the above criteria, stop here and do not use material.

For scores of “2” or “3” on the above criteria, complete the scoring using the items below.

5. Messages are <u>linked to the actual foods provided</u> .	1	2	3
6. Messages are <u>simple</u> and <u>focus</u> on one or two behaviors.	1	2	3
7. Nutrition messages are <u>relevant</u> to health problems in clients.	1	2	3
8. Messages include specific information about <u>how to change behavior</u> .	1	2	3
9. Materials are <u>visually appealing</u> .	1	2	3
10. Materials are <u>supported by other education methods</u> such as <i>cooking demonstrations</i> or <i>visuals</i> .	1	2	3

Rating Scale

Materials with mostly scores of “3” are **excellent**.

Materials with mostly scores of “2” are **good**.

Materials with mostly scores of “1” are **poor**.