TOOL #5

Reviewing Consumer Resources

Name / title / type of resource ....
....

Published / revision date ....
What is the purpose of this resource? ....
....
....

Who is the target audience? ....
....

Where available? ....
Other languages? ....

Readability

You may like to use a Readability Assessment tool to measure the appropriateness of the content for your audience. Aim for a reading level of Year 6 for general audiences:

- SMOG (Simplified Measure of Gobbledygook):
    ⚓ http://www.learningandwork.org.uk/SMOG-calculator/smogcalc.php
- SAM (Suitability Assessment of Material):
    ⚓ www.dhhs.tas.gov.au/publichealth/health_literacy/
    health_literacy_toolkit/suitability_assessment_of_material_score_sheet
- Readability Score: Readability of text ranking based on several researched methods: ⚓ https://readability-score.com/text

See also

- Communicate Clearly: A Guide to Plain English:
    ⚓ http://26ten.tas.gov.au/PublishingImages/Tools/26TEN-Communicate-
    Clearly-A-Guide-to-Plain-English-Current-September-2014.PDF
- Health Literacy training and other events:
    ⚓ www.dhhs.tas.gov.au/wihpw/news_and_events/events2

Please tick appropriate box	Yes	Needs improvement	No	Not relevant
Resource content				
The content aligns with the needs of your target audience.	☐	☐	☐	☐
Information in the resource flows from one point to the next.	☐	☐	☐	☐
The resource uses simple and familiar words, short sentences and paragraphs.	☐	☐	☐	☐
Each paragraph contains one concept or message. There is no excess wording.	☐	☐	☐	☐
The resource uses the active voice.	☐	☐	☐	☐
Any jargon or is explained, and abbreviations are spelled out.	☐	☐	☐	☐
Medical terms and technical or difficult concepts are explained using simple, familiar words, with examples where appropriate.	☐	☐	☐	☐
Key terms are used consistently throughout the resource.	☐	☐	☐	☐
Any numbers are clear, easy to understand and avoided where possible – eg. Use 'very few people' rather than '1 out of 10,000 people'.	☐	☐	☐	☐
Key points are summarised or emphasised where appropriate.	☐	☐	☐	☐
The topic areas in the resource have informative headers.	☐	☐	☐	☐
The design helps the reader find information easily – eg, consistent use of fonts, headings, tables; limited use of upper case, italics and underlining; effective use of white space and dot points.	☐	☐	☐	☐
It is clear what a reader is meant to do with the resource/information.	☐	☐	☐	☐
The resource uses visual aids whenever these can make content clearer.	☐	☐	☐	☐
Visual aids are appropriate to age, gender, culture etc. of the main audience.	☐	☐	☐	☐
Graphics/information is clear when photocopied or printed in black and white.	☐	☐	☐	☐
The date and contact information is included.	☐	☐	☐	☐
The resource content and readability has been tested with consumers	☐	☐	☐	☐