

## Clear Communication Index –Classroom Score Sheet to Circle and Count

Who is primary audience? \_\_\_\_\_

What are their health literacy skills? \_\_\_\_\_

1° Communication objective? \_\_\_\_\_

What is the main message? \_\_\_\_\_

| Index Item   | Response that gives you a point |
|--|---------------------------------|
| <b>Part A: Items in this section apply to all materials</b>  |                                 |
| 1. Does the material contain one main message?   | Yes                             |
| 2. Is the main message at the top, beginning or front of the material?   | Yes                             |
| 3. Is the main message emphasized with visual cues?  | Yes                             |
| 4. Does the material contain at least one visual that conveys or supports the main message?                    | Yes                             |
| 5. Does the material include one or more calls to action for the primary audience?                             | Yes                             |
| 6. Do both the main message AND the call to action use the active voice?                                       | Yes                             |
| 7. Does the material <u>always</u> use language the primary audience would use?                                | Yes                             |
| 8. Does the material use bulleted or numbered lists?   | Yes                             |
| 9. Is the material organized in chunks with headings?  | Yes                             |
| 10. Is the most important information the primary audience needs summarized in the first paragraph or section? | Yes                             |
| 11. Does the material explain what authoritative sources know and don't know about the topic?                  | Yes                             |
| <b>Total for Part A</b>  |                                 |

**Does the material include one or more behavioral recommendations for the primary audience?** If yes, score part B. If no, go to part C.

| Part B. Behavioral Recommendations   | Response that gives you a point |
|--|---------------------------------|
| 12. Does the material include one or more behavioral recommendations for the primary audience?           | Yes                             |
| 13. Does the material explain why the behavioral recommendation(s) is important?                         | Yes                             |
| 14. Does the behavioral recommendation(s) include specific directions about how to perform the behavior? | Yes                             |
| <b>Total for Part B</b>  |                                 |

**Does the material include one or more numbers that convey or support the main message?** If yes, score section C. If no, go to section D.

| Part C: Numbers  | Response that gives you a point |
|--|---------------------------------|
| 15. Does the material <u>always</u> present numbers the primary audience uses? | Yes                             |
| 16. Does the material <u>always</u> explain what the numbers mean?             | Yes                             |
| 17. Does the audience have to conduct mathematical calculations?               | No                              |
| <b>Total for Part C</b>  |                                 |

**Does the material present information about risk?** If yes, score section D. If no, calculate your score.

| Part D: Risk  | Response that gives you a point | Not scored (Not applicable) |
|---|---------------------------------|-----------------------------|
| 18. Does the material explain the nature of the risk?   | Yes                             |                             |
| 19. Does the material address both the risks and benefits of the recommended behaviors?                                   | Yes                             | Not applicable              |
| 20. If the material uses numeric probability to describe risk, is the probability also explained with a text or a visual? | Yes                             | Not applicable              |
| <b>Total for Part D</b>   |                                 |                             |

**Step 1: Numerator** (# of responses you circled)

A: \_\_\_\_\_ B: \_\_\_\_\_ C: \_\_\_\_\_ D: \_\_\_\_\_ = \_\_\_\_\_

**Step 2: Denominator** (# of possible points)

A: 11 B: \_\_\_\_\_ C: \_\_\_\_\_ D: \_\_\_\_\_ = \_\_\_\_\_

**Step 3:** The numerator divided by the denominator multiplied by 100 to get the total score

$$\underline{\hspace{2cm}} / \underline{\hspace{2cm}} \times 100 = \underline{\hspace{2cm}}$$