

Health Communication Assessment Tool

The following tool is designed to help you achieve maximum effect and efficiency in your health communications, whether it is an entire suite of communications, or a single social media post. It is designed to show you what you're already doing well and areas where you can improve.

Remember: communication will never be perfect. This tool will help you review key information, writing, design, and accessibility of developed materials. Read each statement and select the best answer.

Key Information: Who, What, Where, When, Why			
	Yes	No	I don't know
1) It is obvious who the intended primary audience is (i.e. the most important group for us to reach).			
2) It is obvious who the intended secondary audiences are (i.e. the other important group(s) for us to reach).			
3) It is obvious what we want the audience to do next. The call to action is specific.			
4) It is obvious where we want the audience to go (e.g. event, website, registration link).			
5) It is obvious when we want our audience to take action.			
6) It is obvious why our audience would be interested in taking the next action.			
7) The Single Most Important Thing we want to communicate is obvious.			

Writing Considerations			
	Yes	No	I don't know
1) We avoid acronyms as much as possible.			
2) We avoid jargon and slang specific to our organization/expertise as much as possible.			
3) We defined and explained key concepts, terms, and phrases as simply as possible.			
4) Our communication is concise.			
5) Our writing style matches our style/brand guidelines (if applicable).			
6) We attribute and/or cite any sources of information that are not our own.			

Design Considerations	Yes	No	I don't know
1) The design elements (imagery, logos, colors, etc.) match our brand guidelines (if applicable).			
2) We visually emphasize the most important information.			
3) We identify our organization (and other contributors) as the source of communication, such as with our logo.			
4) We keep fonts and colors consistent.			
5) The images reflect the behavior we are promoting (e.g., physical activity, mammography, etc.) and the priority audience in terms of community and culture.			

Accessibility	Yes	No	I don't know
1) The images are high quality with no fuzziness or blurriness.			
2) We have permission to show community members in photos (if applicable).			
3) Charts and graphs are as simple as possible and clearly labeled.			
4) We have high color contrast between text and background.			
5) Text size is at least 11 pt.			
6) We previewed our materials in the intended format to check for ease of reading (e.g., printed out a poster or flyer, previewed a social media image on a mobile device, etc.)			

Additional Guidance

Try to Build-In Time for Feedback from Audience Members on Key Messages

The goal of the assessment tool is to help create the best communication materials possible. On major projects and campaigns, it is important to seek input from intended audience members before implementing. There are lots of ways to gather feedback, including talking to community leaders or your audience directly, such as a community advisory board or clients that utilize programs. Any attempt to gather feedback is better than doing no testing at all. The following questions can help gather feedback from audience members.

Understanding and Comprehension

Ask your audience if they know the **Who, What, Where, When, and Why**:

- Who is the communication material for?
- What are we asking the audience to do?
- When and where should the audience take action?
- Why should the audience take action? What motivates their action? What are barriers to taking the requested action?

Also ask: What parts of this material make the most sense? Is any part confusing?

Sensitivity and Representation

Ask: How does this material make you feel?

- Do you feel comfortable or uncomfortable? Why?
- Do you feel uplifted or discouraged? Please tell us more about that.

Ask: Do you feel like this material represents the issue fairly? If not, why?

Ask: Does the material respect your values? If not, how can it be improved?

Ask: Do you feel like this material speaks to someone like you? If not, how can that be improved?

Ask: Do you feel like this material accurately reflects your community? If not, how can that be improved?

Ask: Is there anything else you want to share about this that we haven't already asked you?

The Health Communication Assessment Tool was developed through a joint collaboration between The University of Texas at Austin Center for Health Communication and The University of Texas MD Anderson Cancer Center's Cancer Prevention and Control Platform.



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