

## **Appendix B: PEMAT**

Disagree=0, Agree=1 or N/A for each question

Topic: content

- 1 The material makes its purpose completely evident.
- 2 The material does not include information or content that distracts from its purpose.

Topic: Word Choice & Style

- 3 The material uses common, everyday language.
- 4 Medical terms are used only to familiarize audience with the terms. When used, medical terms are defined.
- 5 The material uses the active voice.

Topic: Use of Numbers

- 6 Numbers appearing in the material are clear and easy to understand.
- 7 The material does not expect the user to perform calculations.

Topic: Organization

- 8 The material breaks or “chunks” information into short sections.
- 9 The material’s sections have informative headers.
- 10 The material presents information in a logical sequence.
- 11 The material provides a summary.

Topic: Layout & Design

- 12 The material uses visual cues (e.g., arrows, boxes, bullets, bold, larger font, highlighting) to draw attention to key points.

Topic: Use of Visual Aids

- 15 The material uses visual aids whenever they could make content more easily understood (e.g., illustration of healthy portion size).

\* A very short print material is defined as a material with two or fewer paragraphs and no more than 1 page in length.

16 The material's visual aids reinforce rather than distract from the content.

17 The material's visual aids have clear titles or captions.

18 The material uses illustrations and photographs that are clear and uncluttered.

19 The material uses simple tables with short and clear row and column headings.

Total Points: \_\_\_\_\_

Total Possible Points: \_\_\_\_\_

Understandability Score (%): \_\_\_\_\_

$(\text{Total Points} / \text{Total Possible Points}) \times 100$

#### ACTIONABILITY

20 The material clearly identifies at least one action the user can take.

21 The material addresses the user directly when describing actions.

22 The material breaks down any action into manageable, explicit steps.

23 The material provides a tangible tool (e.g., menu planners, checklists) whenever it could help the user take action.

24 The material provides simple instructions or examples of how to perform calculations.

25 The material explains how to use the charts, graphs, tables, or diagrams to take actions.

Total Points: \_\_\_\_\_

Total Possible Points: \_\_\_\_\_

Actionability Score (%): \_\_\_\_\_

$(\text{Total Points} / \text{Total Possible Points}) \times 100$