



OUTCOMES:

Urban American Indian/ Alaska Native women pick up materials and share with families.

KEYS TO SUCCESS:

- Communicate that urban AI/AN women have an identified resource for screenings.
- Place focus on urban AI/AN women. Very rarely, never screened, and at-risk women are targeted.
- Develop materials in a user-friendly and health literacy appropriate format.

Developing Culturally Appropriate Materials “At a Glance”

Creating communication materials is not as easy as it appears. To be effective in reaching a priority population, key steps need to be in place prior to tackling a project. Developing appropriate materials “At a Glance” is designed to highlight the key steps necessary to be successful.

PREPARATION:

Step 1: Determine the material you want to create/develop.

Step 2: Define your audience. Defining and understanding the target audience(s) consists of: 1) age range, 2) educational levels, 3) occupations, 4) lifestyles, 5) beliefs, 6) health related attitudes, 7) and other characteristics that influence behaviors.

Step 3: Gather your team. Be sure to invite several members of your priority population, including Elders, outreach and Community Health Representatives, and other stakeholders.

Step 4: Assess your community. Ask questions such as, “Where do the Elders/women >50 years spend their leisure time?”

Step 5: Develop and edit the material. 1) develop the content, style, layout, readability, and 2) create several different drafts and rework until the team is satisfied.

*See Material Checklist on following page as a guide.

Step 6: Pretest materials. Ask community Elders, women clients at tribal health clinic/UIHO, outreach team, and CHRs. Be sure to thank community members for their assistance with pretest and development work.

Step 7: Distribute materials. Drop off at key identified locations and monitor. Track the amount of materials picked up to help determine success and change location if needed. Check garbage containers as materials that are not “inviting” may be tossed.

Step 8: Evaluate effectiveness and success. Get input from the community and other stakeholders.

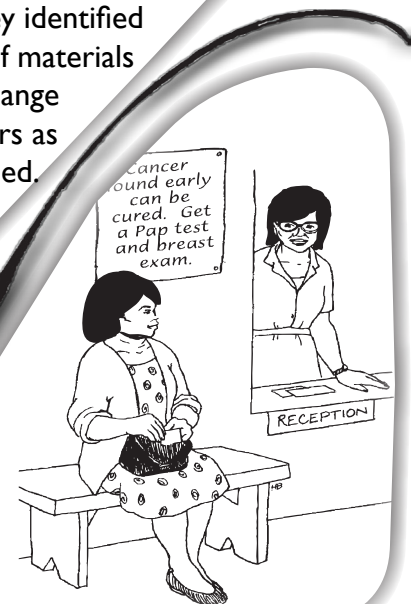
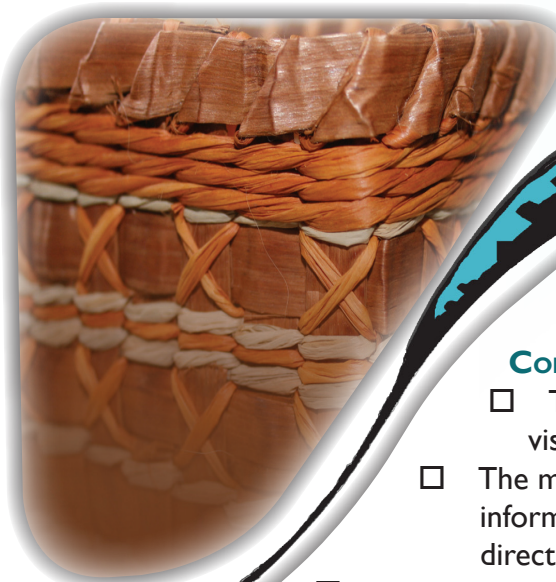


PHOTO TAKEN OF BASKET MADE BY CHEHALIS TRIBAL MEMBER USED AS BACKGROUND IN MATERIALS.



MATERIAL CHECKLIST

CONTENT/STYLE

- The material is interactive and visually pleasing to the audience
- The materials presents “how to” information, and easy to follow directions
- Peer language used when possible to increase familiarity
- Words are familiar to reader, new words are pronounced and defined if needed
- Sentences are simple and direct
- The text highlights and summarizes important points
- The word “cancer” is replaced with something else, such as “wellness” (i.e. Women’s Wellness Screening, not Women’s Cancer Screening)

Layout

- Headers are simple and close to text
- Text uses upper and lower case letters
- Font is readable to Elders and those with diabetes
- Layout balances white space with words, pictures, and graphics
- Underline or bold text for emphasis
- Materials contain bullets to highlight key statistics and other important points

Visuals

- Photos and graphics are relevant to text
- Illustrations, photos, and graphics use appropriate cultural images
- Backgrounds, shadings, and drawings do not detract from content
- Cues, such as circles or arrows point out information
- Colors are appealing and match materials

Readability/Cultural/Respectful

- Readability matches reading level of target population
- Content respects the culture and the wisdom of the audience

Source: Tribal National Breast and Cervical Cancer Early Detection and Prevention Programs and others. UIHI adapted the Material Checklist from Clear & Simple; Developing Effective Print Materials for Low-Literate Readers, National Institutes of Health and personal knowledge.

TIPS:

- Use photos (with permissions) of community members and community events when appropriate.
- If you don’t have a lot of photos to use, try pulling out intriguing quotes that help tell the story.
- Highlight the artwork of local artists, with their permission and give them credit. Beadwork and baskets look great as borders and backgrounds.
- Use white space to leave plenty of space around dense areas of imagery and text.
- No one likes to plough through pages of text. Use photographs and illustrations to mix things up.