Appendix B. PEMAT Measure Scoring

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| **PEMAT Measures**  | **Materials scored "Agree" (%)**  | **Materials scored "Disagree" (%)**  | **Materials scored "N/A" (%)**  |
| **UNDERSTANDABILITY**  |   |   |   |
| TOPIC: CONTENT  |   |   |   |
| 1. The material makes its purpose completely evident  | 100%  | 0%  | 0%  |
| 2. The material does not include information or content that distracts from its purpose  | 79%  | 21%  | 0%  |
| TOPIC: WORD CHOICE & STYLE  |   |   |   |
| 3. The material uses common, everyday language  | 86%  | 14%  | 0%  |
| 4. Medical terms are used only to familiarize audience with the terms. When used, medical terms are defined  | 93%  | 7%  | 0%  |
| 5. The material uses the active voice  | 90%  | 10%  | 0%  |
| TOPIC: USE OF NUMBERS  |   |   |   |
| 6. Numbers appearing in the material are clear and easy to understand  | 76%  | 0%  | 24%  |
| 7. The material does not expect the user to perform calculations  | 100%  | 0%  | 0%  |
| TOPIC: ORGANIZATION  |   |   |   |
| 8. The material breaks or “chunks” information into short sections   | 90%  | 5%  | 5%  |
| 9. The material’s sections have informative headers   | 88%  | 7%  | 5%  |
| 10. The material presents information in a logical sequence   | 95%  | 5%  | 0%  |
| 11. The material provides a summary   | 81%  | 10%  | 10%  |
| TOPIC: LAYOUT & DESIGN  |   |   |   |
| 12. The material uses visual cues (e.g., arrows, boxes, bullets, bold, larger font, highlighting) to draw attention to key points   | 88%  | 10%  | 2%  |
| 13. Text on the screen is easy to read   | 50%  | 25%  | 25%  |
| 14. The material allows the user to hear the words clearly (e.g., not too fast, not garbled)   | 75%  | 25%  | 0%  |
| 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)   | 61%  | 39%  | 0%  |
| 16. The material’s visual aids reinforce rather than distract from the content   | 61%  | 3%  | 37%  |
| 17. The material’s visual aids have clear titles or captions   | 58%  | 5%  | 37%  |
| 18. The material uses illustrations and photographs that are clear and uncluttered   | 64%  | 2%  | 33%  |
| 19. The material uses simple tables with short and clear row and column headings   | 12%  | 0%  | 88%  |
| **ACTIONABILITY**  |   |   |   |
| 20. The material clearly identifies at least one action the user can take   | 100%  | 0%  | 0%  |
| 21. The material addresses the user directly when describing actions   | 95%  | 5%  | 0%  |
| 22. The material breaks down any action into manageable, explicit steps   | 93%  | 7%  | 0%  |
| 23. The material provides a tangible tool (e.g., menu planners, checklists) whenever it could help the user take action   | 87%  | 13%  | 0%  |
| 24. The material provides simple instructions or examples of how to perform calculations   | 3%  | 0%  | 97%  |
| 25. The material explains how to use the charts, graphs, tables, or diagrams to take actions   | 2%  | 0%  | 98%  |
| 26.  The material uses visual aids whenever they could make it easier to act on the instructions   | 61%  | 39%  | 0%  |