



Communication Material Checklist

Use this checklist to ensure your communication materials are engaging, positive, and effective.

Content

Does your communication material . . .

- raise a controversial or thought-provoking issue?
- avoid telling people what to think and encourage people to think differently?
- avoid stereotyping?
- maintain the dignity of the characters?
- encourage viewers to think for themselves?
- avoid showing women as powerless victims?
- reinforce the concept of human and women's rights?
- encourage personal reflection?
- use characters and situations that viewers can identify with?

Language

Does your communication material . . .

- avoid blaming or accusations?
- use language that is informal and familiar to the community?
- have a design that is accessible to low-literacy viewers?
- use language that is simple and straightforward?
- make provocative statements or ask provocative questions?
- use an attention grabbing caption, slogan or question?

Illustrations / Photographs

Does your communication material . . .

- avoid graphic images or those that provoke fear?
- use images that community members can and want to identify with?
- show characters being active and thoughtful?
- use images to enhance the information?
- use images to help low-literacy viewers understand the ideas?
- have written permission from people portrayed in photographs?

Design

Does your communication material . . .

- have organized information so that it looks appealing on the page (not too crowded or wordy)?
- have large enough writing to be read at a distance (if appropriate)?
- place the attention grabbing caption, slogan or question in a prominent location on the page?
- use creative and easy to read fonts?
- avoid using all capital letters, underline, shadowed text?
- use bright and vibrant colors?
- use a consistent style?

identify your organization's contact

information and logo?