

In-Language Resource Evaluation Toolkit

The Resource Evaluation toolkit includes an evaluation process individuals can use when assessing the appropriateness of non-English health education materials for limited-English populations, criteria to consider when selecting reviewers, and a score card to help reviewers evaluate and rate materials.

Introduction to Toolkit

Asian Americans, Native Hawaiians, and other Pacific Islanders (AA&NHOPIs) represent over 43 ethnic groups and 77 languages and dialects and are extremely diverse in health and socioeconomic status. They are among the fastest growing minority populations in the United States, increasing 45% between 2000 and 2010^{1,2}. The complexity in meeting the language and health literacy needs of this population is significant. AA&NHOPIs are often aggregated into one category, masking meaningful differences among the numerous AA&NHOPi subgroups, especially those who are recent immigrants. When health resources are developed, there are frequently not enough resources to support a high-quality translation process in multiple AA&NHOPi languages. Additionally, there is a lack of a nationally recognized standard for what constitutes an appropriate resource translation process. Language and culture are linked with distinctions in a person's thoughts, actions, customs and beliefs. Health communication that is respectful and responsive to a patient's health beliefs, practices, and cultural and linguistic needs is often as important to health care as clinical skill.

In 2012, nearly half of AAPCHO member FQHC patients were best served in a language other than English. For some FQHCs, limited English proficient (LEP) patients represented up to 99% of their patient populations³. The number of limited English proficient patients served by FQHCs has been and will continue to grow. The following evaluation protocol is meant to help guide a community-based approach to validating the cultural and linguistic appropriateness of a health education resource. We recommend that you review the infographic for a step-by-step process for evaluating in-language resources.

- [Evaluating In-Language Resources for AA&NHOPIs: Link to Infographic](#)
- [Sample #1: Link to Guidelines and Score Sheet](#)
- [Sample #2: Link to Community Reviewer Selection Criteria Checklist](#)

For more information on this in-language resource evaluation toolkit, please contact June Kim, jkim@aapcho.org

¹ U.S. Census Bureau Census Briefs (2010). The Asian and Native Hawaiian and Other Pacific Islander Population: 2010 7 U.S. Census Bureau (2006-2008).

² Detailed Language Spoken at Home and Ability to Speak English for the Population 5 Years and Older by States: 2006-2008 (ACS).

³ AAPCHO (2013) An Analysis of AAPCHO Community Health Centers: UDS 2012.

evaluating In-Language Resources

for Asian American, Native Hawaiian, and Pacific Islanders

1 IDENTIFY YOUR RESOURCE



Is the resource from a reputable source?

Is the information technically accurate?

Are statistics up to date?

Are recommendations appropriate for this population?

Is information from evidence-based research?

If yes, move to step 2.



PREP FOR REVIEW

2



ID your internal review coordinator

ID available resources for reviewer compensation or honorarium

Invite 2-3 community reviewers who speak the language or dialect of selected resource

Use our sample checklist to vet your candidates



Create deadline to collect evaluations



ID cut-off score for "recommended" resource



3 EVALUATION CATEGORIES

Length

The length and the amount of information is appropriate



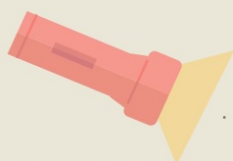
Translation

The translation is accurate, culturally appropriate and easy to understand



Graphics

The graphics and illustrations are culturally appropriate and effective for the target audience



Clarity

The information is stated clearly, concisely, is easy to understand, and interesting

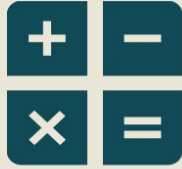
Format

The appearance and presentation of the resource is culturally appropriate and pleasing



4 EVALUATION PROCESS

Each reviewer independently reads and scores the resource in each category & submits scores to the review coordinator



Cumulative evaluation scores are averaged for each category by the review coordinator

Reviewed resource is categorized as "recommended" or "needs revision"



WRAP UP 5

Share recommended resource with patients and stakeholders



If possible, contact authors of materials in need of further review to explain why the document did not work for your community

Finally, don't forget to acknowledge and thank your community reviewers!



QUICK TIPS

» Do give honorarium or compensation more than a cursory thought. Remember it's about the thought, not the dollar amount.

» Do consider having a kick-off and close-out call with all of your reviewers so that everyone receives the same information about guidelines and next steps

» Do feel free to supplement the five categories with additional evaluative measures but,

» Don't forget to clearly document each additional category with a clear definition. Consider creating a standard score card or form for your review. For a sample guideline and score sheet, go to: (LINK TO BE ADDED XX)

» Do develop selection criteria for community reviewers and try to be consistent with each review you undergo. For a sample selection criteria checklist, go to: (LINK TO BE ADDED XX)

a final note to you

Quality translations are both costly and time-consuming and may not always occur. The above evaluation process is a process that the Association of Asian Pacific Community Health Organizations (AAPCHO) has historically used before recommending in-language resources to its partners. Though this is not a scientifically tested methodology, we have found it to be a useful process that goes straight to the source, a.k.a. the community, to assess the effectiveness of a material!

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AAPCHO is a national association of community health organizations serving Asian Americans, Native Hawaiians, and other Pacific Islanders. AAPCHO provides technical assistance and training to organizations so they may acquire the skills, knowledge, resources they need to provide culturally and linguistically appropriate health care services.

For information on how to obtain technical assistance and training for your health organization, contact June Kim at jkim@aapcho.org, or visit AAPCHO online at www.aapcho.org.

Evaluation of In-Language Materials

MULTILINGUAL EVALUATION GUIDELINES

Purpose: To evaluate the quality of multilingual resources and to recommend areas for improvement.

Thank you for agreeing to be a multilingual reviewer of health materials. Please observe the following guidelines as you review the materials.

- ❖ The technical review group should have already approved the materials that you are reviewing for scientific accuracy. Please check to see if the material has gone through the technical evaluation before proceeding.
- ❖ Please read through the entire material, keeping in mind the priority population for whom the material was designed.
- ❖ Evaluate materials based on the accuracy and appropriateness of the translation, cultural appropriateness of the graphics and information, and the overall appearance and content of the material.
- ❖ For the purpose of this evaluation, the definition of culturally appropriate is as follows:
“Culturally appropriate refers to an unbiased attitude and organizational policy that values cultural diversity in the population served; reflects an understanding of diverse attitudes, beliefs, behaviors, practices, and communication patterns that could be attributed to race, ethnicity, religion, socioeconomic status, historical and social context, physical or mental ability, age, gender, sexual orientation, or generations and acculturation status; and awareness that cultural differences may affect health and the effectiveness of health care delivery; and knowledge of disease prevalence in specific cultural populations, whether defined by race, ethnicity, socioeconomic status, physical or mental ability, gender, sexual orientation, age, disability, or habits.”¹
- ❖ Please make any suggestions for improvement in the space provided, attaching an extra sheet if necessary.
- ❖ A product will be approved if the points accumulated total (ID cut-off score) or more. In the event that a product does not reach the above criteria, the material will be resubmitted to the developers for revisions (or insert alternative appropriate next step).
- ❖ Should you have any questions, please contact (Insert name of internal review coordinator)
- ❖ Please return your evaluation forms no later than (Insert predetermined evaluation deadline)
- ❖ If you have any suggestions to improve this evaluation process, please submit your recommendations to the contact person above.

Thank You!

¹ “Healthy People 2010 Objectives”, Office of Disease Prevention and Health Promotion, 200 Independence Avenue, SW, Washington, DC.

Evaluation of In-Language Materials

I. MATERIAL INFORMATION:

Title: _____

Type of material: _____

Language(s): ☐ Cambodian ☐ Chinese ☐ Farsi ☐ Hawaiian ☐ Hmong
☐ Ilokano/Ilocano ☐ Japanese ☐ Korean ☐ Laotian ☐ Samoan
☐ Tagalog ☐ Tongan ☐ Vietnamese ☐ English ☐ Other: _____

Priority population: ☐ General ☐ Women ☐ Men ☐ Elderly ☐ Adolescents/Teens
☐ Newly arrived immigrant ☐ Other _____

Estimated grade level of target audience: ☐ 0 years ☐ 1-6 years ☐ 6-12 years ☐ More than 12 years
☐ Other: _____

II: EVALUATION:

Maximum score for each section is 20 points; total possible score for a resource is 100 points. Please use the following scale when scoring: 20-16=Excellent; 15-11pts=Good; 10-6pts=Average; 5-0= Poor.

Please score the product for the following areas:

Evaluation	Score	Comments
Format: The appearance and presentation of the material is culturally appropriate and pleasing.		
Clarity: The material is easy to read and interesting.		
Translation: The translation is accurate, culturally appropriate and easy to understand.		
Graphics: The graphics and illustrations are culturally appropriate and effective.		
Length: The length of the material and the amount of information is appropriate.		
TOTAL SCORE (Maximum 100 points)		

Please make any suggestions for improvement: _____

Other comments: _____

III. EVALUATOR INFORMATION:

Name: _____ Date of Review: _____

Evaluation of In-Language Materials

REQUIREMENTS FOR SELECTING EDUCATIONAL MATERIALS REVIEWERS

	Multilingual Reviewers
Selection Criteria	<ul style="list-style-type: none">○ Health care professional with knowledge about health topic.○ Fluent and literate in English and one Asian American, Native Hawaiian, or other Pacific Islander (AA&NHOPi) language.○ Familiar with the education level and health care needs of the priority AA&NHOPi community.
Roles and Responsibilities	<ul style="list-style-type: none">/ Able to commit to reviewing materials over the duration of your estimated timeline based on the evaluation process (add link to infographic)/ Be familiar with the multilingual evaluation guidelines./ Review materials objectively and thoroughly, following the multilingual evaluation guidelines./ Complete evaluation forms and provide feedback in a timely manner./ Participate in at least one conference call regarding the evaluation.