

Health Communication Message Review Tool

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		Excell -ent	Very Good	Fair	Fail
1.	The message will get and maintain the attention of the audience.				
2.	The strongest points are given at the beginning of the message.				
3.	The message is clear (i.e. it should be easy for the audience to point out the actions you are asking them to take Now What, the incentives or reasons for taking those actions as well as the evidence for the incentives and any background information or definitions).				
4.	The action you are asking the audience to take is reasonably easy.				
5.	The message uses incentives effectively (more than one type of incentive is used, the audience cares about the incentives presented and the audience thinks the incentives are serious and likely).				
6.	Good evidence for threats and benefits is provided.				
7.	The messenger is seen as a credible source of information.				
8.	Messages are believable.				
9.	The message uses an appropriate tone for the audience (for example, funny, cheery, serious, dramatic).				
10.	The message uses an appeal that is appropriate for the audience (i.e. rational or emotional). If fear appeals are used, the audience is provided with an easy solution).				
11.	The message will not harm or be offensive to people who see it. This includes avoiding 'victim blaming'.				
12.	Identity is displayed throughout.				

FINAL RECOMMENDATION

- Use
- Lose
- Adapt

Comments _____