Table 2: Suitability Results

Scoring: 2=superior, 1=adequate, 0=not suitable	Dental	Pharmacy	Primary Care	Specialty Services
Content:				
Purpose is evident	2	2	2	2
Content about behaviors	1	2	2	2
Scope is limited	2	2	2	2
Summary or review included	1	2	2	2
Literacy Demand:				
Reading grade level	1	1	1	0
Writing, style, active voice	2	2	2	2
Context, sentence construction	1	1	1	1
Vocabulary uses common words	1	1	2	1
Learning aids via "road signs"	1	1	2	1
Graphics:				
Cover graphic	1	1	1	1
Type of graphics	2	2	2	2
Relevance of illustrations	2	2	2	2
List, tables, etc. explained	1	1	1	1
Captions used for graphics	1	2	2	1
Layout and Topography:				
Typography	2	2	2	2
Layout	1	1	1	1
Subheads ("chunking")	1	1	1	1
Learning Stimulation, Motivation:				
Interaction used	1	2	1	1
Behaviors are modeled and specific	0	2	1	1
Motivation – self-efficacy	1	2	0	0
Cultural Appropriateness:				
Match in logic, language, experience	N/A	N/A	N/A	N/A
Cultural image and examples	N/A	N/A	N/A	N/A
TOTAL/40=Score	25/40=62.5	32/40=80	30/40=75	26/40=65