

Readability and Suitability Assessment of Educational Materials in Promoting the Quality of Life for Postmenopausal Women

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Abstract

Background: Educational materials are frequently used by health providers to inform postmenopausal women about menopause acceptance behavior. However, little attention has been paid to the readability and suitability of these educational materials.

Objectives: The study aimed to determine the readability and suitability of educational materials in promoting the quality of life for postmenopausal women.

Methods: Multiple instructional materials and books were used for the design and preparation of educational materials and were then tailored to the target group. Readability was measured by using the readability assessment of materials (RAM); and suitability was determined by the suitability assessment of materials (SAM) that considers characteristics such as content, graphics, layout/ topography, and cultural appropriateness. Twenty reviewers, including 10 postmenopausal women, 5 postmenopausal women family members, and 5 health experts scored the educational materials.

Results: The mean readability score \pm standard deviation (SD) of the educational materials was 10 ± 1.6 and 8 ± 1.4 , for the pamphlet and daily activities' booklets, respectively, which were increased to 14 ± 0.6 and 16 ± 1.3 , after tailoring the content. The average SAM scores before and after tailoring the content were 45% for the pamphlet, which was increased to 81%; 45% for the daily activities' booklets, which was increased to 86%. The increase in all scores was significant ($p < 0.001$). The final tailored educational material was rated "superior media" on the SAM ratings.

Conclusions: Given that most of the printed materials are suitable for people with higher education levels, health providers are strongly advised to prepare simple and understandable education materials that may increase the likelihood of consumer perception and recall. Keywords: menopause, post-menopausal women, quality of life, Readability, Suitability, Printed Materials.

