

## Appendix E: Cultural Sensitivity Assessment Tool

**Name of material:** Check and Report Ebola (CARE) Kit

**The intended audience for this material is:** Persons traveling from a country with an Ebola outbreak

**The communication objectives of this material is:** To provide the traveler with information and tools they need to protect their health and the health of those who are close to them and too help travelers look for Ebola symptoms and communicate with a health department each day for 21 days after they departed from a country that has an Ebola outbreak.

**The main message of this material is:** If you get sick, get care early for your best chance to get better!

Using your expert knowledge of the intended audience and keeping in mind the information provided above about the intended audience for the material, the communication objective of the material, and the main message of the material, rate how much you agree or disagree using the following scale.

Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)	Not applicable (0)
The material <i>will absolutely be accepted</i> by the intended audience	The material <i>will be accepted</i> by the intended audience <i>but could be improved</i>	The material <i>will probably not be accepted</i> by the intended audience	The material <i>will absolutely not be accepted</i> by the intended audience	The information <i>does not appear</i> in the material or <i>does not apply</i> to the material

FORMAT OF MATERIAL	Rating
1. Information is presented in a way that is easy to understand and follow.	
2. The print size is easy to read.	
3. The font style is easy to read.	
WRITTEN MESSAGE OF MATERIAL	Rating
1. The words, phrases, and expressions are familiar to the intended audience.	
2. The words, phrases, and expressions convey the intended message.	
3. The medical terms are understandable to the intended audience.	
4. The word choices carry positive meanings.	
5. The words, phrases, and expressions are free from stereotypical meaning.	
6. The information is accurate.	
7. The numbers that are presented are used by the intended audience.	
8. The messages are linked to sources that are credible to the intended audience.	
9. The intended audience can get (or get to) to sources of information referred to in the material.	

10. Disease signs and symptoms are presented in a way that is understandable to the intended audience.	
11. The messages address stereotypes and myths.	

<b>Strongly Agree</b> (4)	<b>Agree</b> (3)	<b>Disagree</b> (2)	<b>Strongly Disagree</b> (1)	<b>Not applicable</b> (0)
The material <b>will absolutely be accepted</b> by the intended audience	The material <b>will be accepted</b> by the intended audience <b>but could be improved</b>	The material <b>will probably not be accepted</b> by the intended audience	The material <b>will absolutely not be accepted</b> by the intended audience	The information <b>does not appear</b> in the material or <b>does not apply</b> to the material

<b>VISUAL MESSAGE OF MATERIAL</b>	<b>Rating</b>
1. The graphics enhance the learning process.	
2. The graphics illustrate contemporary activities of the intended audience.	
3. The activities carry the intended meanings of the message.	
4. The graphics clearly display the intended message.	
5. The graphics accurately depict the physical features of the intended audience.	
6. The clothing is appropriate to the intended audience.	
7. Foods are appropriate with the intended audience.	
8. Symbols are representative of the intended audience.	
9. Customs portrayed are representative of the intended audience.	
10. The social network structures (family, friends, etc.) are accurately portrayed.	
11. The interactions between the characters are believable.	
12. The stature and/poise of the individuals is representative of the gender and social roles of the intended audience.	
13. The settings are familiar.	

**What could be done to improve this material in a way that would make it more appropriate for the intended audience?**