

## Consumer Education Websites: Creating a Family-Friendly Experience Assessment Tool

Use this Assessment Tool to support your efforts to create a family-friendly consumer education website. Use this tool along with the tips and resources referenced throughout the “Consumer Education Websites: A Guide to Creating a Family-Friendly Experience” to address the unique needs of your website review. This tool is meant to enhance your use of the guide—not as a replacement. We encourage you to review the guide and the assessment tool together.

General/Overall			
Checklist	Status Yes, No, or In Progress	Next Steps What do you need to enhance or accomplish in the near future?	Comments Highlight progress made, supportive documentation, or any other important information you want to consider.
Pages are clean and simple with a moderate amount of white space			
Written at a sixth to eighth grade reading level			
Strengths-based and oriented toward consumer engagement			
Culturally and linguistically responsive			
Provides FAQs and answers			
Arranged in a logical way			

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## Consumer Education Websites: Creating a Family-Friendly Experience Assessment Tool, cont.

General/Overall, cont.			
Checklist	Status Yes, No, or In Progress	Next Steps What do you need to enhance or accomplish in the near future?	Comments Highlight progress made, supportive documentation, or any other important information you want to consider.
Looks professionally designed			
Kept up-to-date			
Uses a 12-point or larger Verdana or Arial font for standard text and links			
Uses black or other dark text on a white or off-white background when presenting text information including headers, captions			
Uses keyword metatags to ensure the website appears in the top 30 options from search engines			

## Consumer Education Websites: Creating a Family-Friendly Experience Assessment Tool, cont.

Easy to Understand			
Checklist	Status Yes, No, or In Progress	Next Steps What do you need to enhance or accomplish in the near future?	Comments Highlight progress made, supportive documentation, or any other important information you want to consider.
<b>Written in Plain Language</b>			
Keeps sentences short			
Uses short, simple, familiar words			
Omits unnecessary words			
Keeps paragraphs short and limited to one idea			
Uses terms consistently			
Avoids jargon			
Distinguishes requirements from recommendations			
Uses simple, present tense, action verbs			
Uses “you” to speak to readers			

## Consumer Education Websites: Creating a Family-Friendly Experience Assessment Tool, cont.

Easy to Understand, cont.			
Checklist	Status Yes, No, or In Progress	Next Steps What do you need to enhance or accomplish in the near future?	Comments Highlight progress made, supportive documentation, or any other important information you want to consider.
<b>Easy to Read</b>			
Organizes content into sections with clear headings and uses bulleted lists for key facts			
Limits the number of words on each page to 110 words or less			
Clearly and simply conveys tasks families can complete on the website			
Keeps downloadable PDFs to a minimum (When a downloadable PDF is the only viable option, the website explains the purpose of the PDF, the size of the file, and who might find the document helpful)			
Strengths-based			
Checklist	Status Yes, No, or In Progress	Next Steps What do you need to enhance or accomplish in the near future?	Comments Highlight progress made, supportive documentation, or any other important information you want to consider.
Incorporates key messages focused on family strengths			
People-first Language			
Checklist	Status Yes, No, or In Progress	Next Steps What do you need to enhance or accomplish in the near future?	Comments Highlight progress made, supportive documentation, or any other important information you want to consider.
Uses people-first language in headings, tabs, and throughout all content			

## Consumer Education Websites: Creating a Family-Friendly Experience Assessment Tool, cont.

Cultural and Linguistic Responsiveness			
Checklist	Status Yes, No, or In Progress	Next Steps What do you need to enhance or accomplish in the near future?	Comments Highlight progress made, supportive documentation, or any other important information you want to consider.
Visual images encourage all families to feel included			
Website describes your organization's efforts to be inclusive (as applicable)			
Highlights the cultures and languages represented by your staff (as applicable)			
Visual, audio, and written content considers race, ethnicity, socio-economic class, language, age, gender, sexual orientation, disability, religion, and family composition			
Website content is field-tested or co-constructed with representatives of diverse populations served			
Translations undergo a rigorous quality review process			
Interpretations undergo a rigorous quality review			

## Consumer Education Websites: Creating a Family-Friendly Experience Assessment Tool, cont.

Easy to Use			
Checklist	Status Yes, No, or In Progress	Next Steps What do you need to enhance or accomplish in the near future?	Comments Highlight progress made, supportive documentation, or any other important information you want to consider.
Uses text, not images for links			
Includes a site map			
Information is organized so that any piece of information can be found in three or fewer “clicks”			
“Previous”, “Next” and “Home” buttons are used to simplify navigation from page to page			
All information on the Home page can be seen without having to scroll the page			
Includes an internal “Search” function			
Provides “print-friendly” options to print content and forms			
Acknowledges user submissions (e.g., applications, questions, comments) with an automated response that includes a thank-you and next steps			
Avoids empty, “under construction,” or “coming soon” pages			
Avoids apps and plug-ins that must be downloaded before users can enter the website			

## Consumer Education Websites: Creating a Family-Friendly Experience Assessment Tool, cont.

Easy to Use, cont.			
Checklist	Status Yes, No, or In Progress	Next Steps What do you need to enhance or accomplish in the near future?	Comments Highlight progress made, supportive documentation, or any other important information you want to consider.
Includes links to credible outside resources			
Ensures that your website is frequently linked to by other credible sites			

### Notes:

For more information about this resource, please contact us at the National Center for Parent, Family, and Community Engagement.  
[PFCE@ecetta.info](mailto:PFCE@ecetta.info) | 1-866-763-6481

