

Ten Principles for Developing Effective Spanish Health Written Materials

1. You must know your target reader.	6. Messages should be grounded in theory.
2. Message development should always be driven by the target reader.	7. Theoretical foundations for messages should not be limited to health behavior theory, but should also be grounded in communication, learning, social marketing and linguistic theory.
3. Message development should involve a participatory process involving the healthcare provider requesting the materials.	8. Formative evaluation and field testing is essential before a message can be disseminated.
4. You must know the writers and health experts developing the texts (the authors). No mystery writers or translators!	9. Formative evaluation and field testing should be planned and built-in early in the development process.
5. Messages cannot be created or used in a vacuum.	10. The effects of materials on the target reader should be tracked.

Ten Principles for Developing Effective Spanish Health Written Materials

1. You must know your target reader.	6. Messages should be grounded in theory.
2. Message development should always be driven by the target reader.	7. Theoretical foundations for messages should not be limited to health behavior theory, but should also be grounded in communication, learning, social marketing and linguistic theory.
3. Message development should involve a participatory process involving the healthcare provider requesting the materials.	8. Formative evaluation and field testing is essential before a message can be disseminated.
4. You must know the writers and health experts developing the texts (the authors). No mystery writers or translators!	9. Formative evaluation and field testing should be planned and built-in early in the development process.
5. Messages cannot be created or used in a vacuum.	10. The effects of materials on the target reader should be tracked.

Developed by *Háblenos de su salud*, an *Hablamos Juntos* demonstration site located in the School of Public Health, University of North Texas Health Science Center, Fort Worth, Texas