Fact sheets should be about 1 page in length and provide simple, clear information on how to implement a practice. Use the factors below as a basis for evaluating extension fact sheets.

**Elements.** Fact sheets should include 1) **What**, 2) **Why** and 3) **How**.

<table>
<thead>
<tr>
<th>Element</th>
<th>Explanation</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>What</td>
<td>Is the topic clear?</td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>Why</td>
<td>Is it clear why the topic is important?</td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>How</td>
<td>Is there enough clear information to implement the practice?</td>
<td>☐ Yes ☐ No</td>
</tr>
</tbody>
</table>

**Note:** Studies show that farmers are more likely to adopt recommendations that show clear benefit and when they can be easily "tested".

**Content.** Good fact sheets are **clear**, **concise** and **actionable**

- **Clear** – Is the fact sheet easily understood (i.e., uses simple, clear language)?
  - ☐ Easily understood
  - ☐ Okay
  - ☐ Not so clear - poorly written and/or uses too many complex words, etc.

- **Concise** – Does the fact sheet use enough, but not too many words?
  - ☐ Very clear and concise
  - ☐ Okay
  - ☐ Too many words

- **Actionable (Practical)** – Is the recommendation practical and clear?
  - ☐ Clear, simple and practical
  - ☐ Possible to implement
  - ☐ Unclear, complicated and/or not very practical

**Design Elements.** Good fact sheets have good **layout**, use **images** well and include institutional **branding**.

- **Layout** - Organized, easy to read (sections/steps and main points clear)
  - ☐ Well laid out (attractive and easy to follow)
  - ☐ Okay
  - ☐ Not so good (e.g., Looks disordered)

- **Images** - Pictures or diagrams highlight key concepts
  - ☐ Yes ☐ No  Well used - support main points and have clear captions
  - ☐ Yes ☐ No  Will images photocopy well in black and white?

- **Branding** - Colors and Logo reflect the host institution and/or collaborating partners
  - ☐ Yes ☐ No

**Suggestions to improve:** ___________________________________________  
______________________________________________________________________