Educational Materials Development for ANBL

American Indians have some of the highest smoking rates of any racial/ethnic group in the United States and some of the lowest quit rates. *All Nations Breath of Life* (ANBL) is a quit smoking program designed to be culturally appropriate for American Indians. It was developed with community partners in Kansas and Missouri using community-based participatory research to address the high smoking rates among Native people. This study assessed the educational materials (i.e. brochures or curriculum) developed for ANBL for scientific accuracy, readability and other literacy factors, and cultural appropriateness.

What did we do and how did we do it?

We used a three-part assessment to ensure the accuracy, readability, and cultural appropriateness of the educational materials used in the ANBL quit smoking program. To begin, a scientific review panel of experts in developing quit smoking programs and helping individuals to quit provided feedback regarding the accuracy of the materials. This was followed by a readability assessment that examined reading grade level and other factors related to how well people could understand the materials. We hoped to create materials that would be easy to understand, including for people who have not completing school. Our review concluded with a series of group discussions. We used the opinions of Native participants to improve the cultural appropriateness of our educational materials and to make them appealing.

What we want to share with you!

**Scientific Review:** We found minor changes to make to ensure we provided up-to-date information to our participants.

**Readability:** Using a variety of readability formulas helped us pinpoint exactly where improvements need to be made. We worked to rewrite the sections with higher reading levels so they could more easily understood by everyone.

**Community Review:** The community review indicated that the educational materials were culturally appropriate. Participants provided feedback on how to improve our program. Suggestions included making brochures more specific, adding more graphics, and adding detailed information about the health consequences of smoking.

What’s next?

To ensure that we are putting forth the best and most accurate information, we plan to continuously work with a variety of communities to improve ANBL. We also plan to conduct annual scientific reviews to ensure the educational materials being provided are always up-to-date!