**DRUG BROCHURE RUBRIC**

NR 275

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| **CATEGORY** | **2 POINTS** | **1 POINT** | **0 POINTS** | **COMMENTS** |
| **CREATIVITY** | Brochure is pleasing to the eye. Incorporates graphics, pictures and/ or color to grab the reader’s attention. | Brochure has minimal graphics, pictures, and/or color. Brochure does not grab the attention of the reader. | No creativity has been used. Only words. The brochure does not grab the attention of the reader. |  |
| **PATIENT-FRIENDLY** | Brochure is easy to understand with all layman’s terms. Flow is easy to understand. | Brochure is fairly easy to understand with 1-4 medical terms. Flow is difficult in places to understand. | >5 medical terms are used. Appears as if copied from a text book. Information is confusing. |  |
| **DRUG NAME & FUNCTION** | Drug brand name and generic name are clearly labeled. How the drug works in the body is addressed. | Only one of the names is visible or they are not clearly labeled but function is addressed. | The name of the drug is not mentioned on the brochure and the function of the drug is not addressed. |  |
| **DRUG SIDE EFFECTS** | Section for side effects is clearly labeled. At least 3 common side effects are listed. | Section for side effects is not clearly labeled and/or less than 3 side effects are listed. | Side effects are not included in this brochure. |  |
| **FREQUENTLY ASKED QUESTIONS ABOUT THE DRUG** | Section for frequently asked questions is clearly labeled. Addresses many issues with the drug including how to take it and what to do if patient has side effects. | Section for frequently asked questions is not clearly labeled. Information given is minimal. Side effects are not addressed.  | There is no section for frequently asked questions. |  |
| **TOTAL** **SCORE:** |