



**Agency for Healthcare  
Research and Quality**

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education/pemat-av.html](https://www.ahrq.gov/health-literacy/patient-education/pemat-av.html)

## PEMAT Tool for Audiovisual Materials (PEMAT-A/V)

Title of Material: PlayCare videos  
Name of Reviewer: César Díaz López  
Review Date: 09/06/2026

| Item #                                | Item                                               | Response Options       | Rating |
|---------------------------------------|----------------------------------------------------|------------------------|--------|
| Topic: <b>Content</b>                 |                                                    |                        |        |
| 1                                     | The material makes its purpose completely evident. | Disagree=0,<br>Agree=1 | 1      |
| Topic: <b>Word Choice &amp; Style</b> |                                                    |                        |        |

|                                   |                                                                                                           |                                                    |   |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------|---|
| 3                                 | The material uses common, everyday language.                                                              | Disagree=0,<br>Agree=1                             | 1 |
| 4                                 | Medical terms are used only to familiarize audience with the terms. When used, medical terms are defined. | Disagree=0,<br>Agree=1                             | 1 |
| 5                                 | The material uses the active voice.                                                                       | Disagree=0,<br>Agree=1                             | 1 |
| Topic: <b>Organization</b>        |                                                                                                           |                                                    |   |
| 8                                 | The material breaks or "chunks" information into short sections.                                          | Disagree=0,<br>Agree=1,<br>Very short material=N/A | 1 |
| 9                                 | The material's sections have informative headers.                                                         | Disagree=0,<br>Agree=1,<br>Very short material=N/A | 0 |
| 10                                | The material presents information in a logical sequence.                                                  | Disagree=0,<br>Agree=1                             | 1 |
| 11                                | The material provides a summary.                                                                          | Disagree=0,<br>Agree=1,<br>Very short material=N/A | 1 |
| Topic: <b>Layout &amp; Design</b> |                                                                                                           |                                                    |   |

|                                  |                                                                                                                                |                                                                |     |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----|
| 12                               | The material uses visual cues (e.g., arrows, boxes, bullets, bold, larger font, highlighting) to draw attention to key points. | Disagree=0,<br>Agree=1,<br>Video=N/A                           | 1   |
| 13                               | Text on the screen is easy to read.                                                                                            | Disagree=0,<br>Agree=1,<br>No text or all text is narrated=N/A | N/A |
| 14                               | The material allows the user to hear the words clearly (e.g., not too fast, not garbled).                                      | Disagree=0,<br>Agree=1,<br>No narration=N/A                    | 1   |
| Topic: <b>Use of Visual Aids</b> |                                                                                                                                |                                                                |     |
| 18                               | The material uses illustrations and photographs that are clear and uncluttered.                                                | Disagree=0,<br>Agree=1,<br>No visual aids=N/A                  | 1   |
| 19                               | The material uses simple tables with short and clear row and column headings.                                                  | Disagree=0,<br>Agree=1,<br>No tables=N/A                       | N/A |

**Total Points:** 10

**Total Possible Points:** 13

**Understandability Score (%):**  $10/13 \times 100 = 76,9\%$

(Total Points / Total Possible Points x 100)

## Actionability

| Item # | Item                                                                                      | Response Options                                                | Rating |
|--------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------|--------|
| 20     | The material clearly identifies at least one action the user can take.                    | Disagree=0, Agree=1                                             | 1      |
| 21     | The material addresses the user directly when describing actions.                         | Disagree=0, Agree=1                                             | 1      |
| 22     | The material breaks down any action into manageable, explicit steps.                      | Disagree=0, Agree=1                                             | 1      |
| 25     | The material explains how to use the charts, graphs, tables, or diagrams to take actions. | Disagree=0, Agree=1,<br>No charts, graphs, tables, diagrams=N/A | N/A    |

**Total Points:** 4

**Total Possible Points:** 3

**Actionability Score (%):**  $4/3 \times 100 = 75\%$

(Total Points / Total Possible Points x 100)