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Educational materials review: Calcium: Are You Getting Enough?

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Calcium: Are You Getting Enough?

(Spanish/English). Oregon Dairy Council, 2003. From Oregon Dairy Council, 10505 SW Barbur Blvd, Portland, OR 97219, (503) 229-5033, brochure, 5 pp, \$0.15.

The Calcium: Are You Getting Enough? brochure, available in both English and Spanish, discusses the importance of obtaining calcium in the diet and how to calculate the amount of calcium consumed. Easy tips for consuming more calcium and information about other calcium-related issues are included.

How much calcium does the average American consume each day? How much calcium is recommended? Unfortunately, most Americans are not getting enough of this essential mineral. The Calcium: Are You Getting Enough? brochure, which is designed for the general adult population, emphasizes the importance of dietary calcium and offers suggestions for increasing calcium intake, while helping consumers sort through the issues of lactose intolerance, weight management, and nutrition labeling. Although both versions contain essentially the same information, the Spanish version has been slightly modified to be more applicable to the Hispanic culture and diet differences.

Based on the SMOG readability scale, the English version is written at a 9th-grade reading level and is easy to comprehend, with correct use of grammar and punctuation. To our knowledge, the grammar and punctuation used in the Spanish version are accurate, although it may not account for regional variations in dialect.

Both versions contain appropriate paragraph headings to attract readers' attention and include a manageable amount of information in each paragraph. Bullets are used for suggestion lists, thus emphasizing the key points in a format that is easier to read than paragraphs. A chart for calculating calcium intake is conveniently included, thus making the brochure more interactive and personal.

Both versions of the brochure contain accurate and up-to-date information, reflecting the most recent Dietary Reference Intake levels for calcium and addressing current nutrition concerns, such as dietary supplements, fortified foods, vegetarian diets, and weight management. The chart of calcium-rich foods and the section on increasing calcium intake both reflect popular food selections, with the Spanish version modified to include calcium-rich food items common to the Hispanic culture. However, a closer look at the 2 calcium-rich foods charts reveals a minor discrepancy between the 2 versions (pancakes in the English version have

100 mg of calcium, whereas pancakes in the Spanish version have 50 mg). It is possible that the discrepancy is due to the way in which the items are commonly prepared in either culture.

Overall, the Calcium: Are You Getting Enough? brochure provides information that is relevant to the majority of Americans. These brochures might be useful as part of a community nutrition program, with the Spanish version being especially useful in cities with larger Hispanic populations. The Calcium: Are You Getting Enough? brochure could be distributed in any public place, such as a library, grocery store, or health fair. These nutrition education brochures are designed to promote a positive lifestyle behavior for the healthy adult population, not to treat disease.

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