

TEAM Lab 2010 Needs Assessment Report: Executive Summary

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The Tobacco Education and Materials Lab (TEAM Lab) developed a needs assessment (NA) to assess the material educational needs of California Tobacco Control Program (CTCP) funded projects. The NA included questions about educational material needs; material development plans; material development skills building needs; understanding of the material submission and review process; technical assistance services and training needs; and the readiness and capacity to utilize emerging technologies. The NA results provide direction for TEAM Lab in terms of offering trainings and technical assistance (TAT) to CTCP-funded projects and identified-material needs that TEAM Lab will address in the future. This summary highlights the major findings of the TEAM Lab 2010 Needs Assessment Report.

One-hundred twenty-four surveys were completed. Forty-seven percent were Local Lead Agencies, 32% were Competitive Grantees, 11% were Statewide projects, 2% were CTCP Staff, and 8% were 'other'. 'Other' included individuals that work for several agency types, educators, non-profit agencies, tobacco coalition members, and researchers. Details regarding the methodology are found in the TEAM Lab 2010 Needs Assessment Report.

Material Needs: The survey results indicate that materials are needed for Reducing Exposure to Secondhand Smoke, Multi-unit Housing, Countering Pro-tobacco Influences, Linking Tobacco to Health or Social Conditions, Smoke-free Outdoors, and Promoting Population-based Cessation Efforts. These materials need to be developed for the general audience, low SES, Hispanic/Latino as well as for other priority populations mentioned which include, American Indian, African American, Asian/Pacific Islander, LGBT, and Labor. Materials need to be made available in multiple languages, Spanish being the most requested language. These results provide a solid guide for TEAM Lab on what materials the field needs.

Material Development: Based on the needs assessment, forty-two percent of respondents indicated they will be developing materials in the upcoming year. Materials will be developed for Reducing Exposure to Secondhand Smoke, Multi-unit Housing, Countering Pro-Tobacco Influences, Smoke-free Outdoors, and Youth Access to Tobacco.

Survey participants indicated that there is a need for educational materials that Link Tobacco to other Health and Social Conditions (e.g. diabetes and tobacco use or heart disease and tobacco use). However, the survey respondents also indicated that only 10% of them would be producing such materials. Thus, the topic area of Linking Tobacco to other Health and Social Conditions is a gap in materials for TEAM Lab to address.

Technical Assistance Needs: Based on the information gathered from the needs assessment, TEAM Lab will provide technical assistance on a variety of topics related to material development. Specific examples that were indicated in the needs assessment results include: technical assistance on design and layout, the use of graphics and images, cultural competency issues, how to lower the reading level of materials, the translation of materials, and language

appropriateness. To support the funded CTCP projects, TEAM Lab will review and provide feedback on materials that are being developed by CTCP funded agencies. TEAM Lab will explain what forms need to be submitted with materials such as the copyright release form. Agencies will receive guidance and training from TEAM Lab on how to field-test materials. Several respondents requested that TEAM Lab provide persuasive arguments for content of material and provide templates and samples of advocacy material and policies. TEAM Lab will address requests as applicable and refer individuals to other Statewide agencies (TECC library services, Tobacco Assistance Legal Center, and The Center), particularly for questions related to policy and advocacy (e.g. sample policies and templates). Other agency topic requests for support from TEAM Lab included: assistance with advertisements, and the use of GIS software mapping for tobacco control efforts. The needs of the agencies will be addressed through the TEAM Lab website, by email communication and through webinars or pre-recorded audio-visual trainings.

Training Needs: Based on the needs assessment, training is needed for developing and framing educational messages, conducting focus groups for material development, designing effective tobacco control materials, testing materials for literacy level, and improving readability of materials. These results provide direction for TEAM Lab on the type of training needs CTCP funded agencies are interested in participating.

Emerging Technology Needs: Based on the needs assessment, social networking sites (e.g. Facebook), YouTube, and Podcast are digital mediums that several agencies plan to use. Agencies will benefit from training on how to maximize the use of these mediums for tobacco education materials. Photovoice, Photonovellas and Radionovellas, Twitter, and Internet blogs are additional mediums that TEAM Lab will provide trainings on to encourage CTCP-funded agencies to use these forms of digital mediums to disseminate tobacco education messages.

The information gathered through this baseline needs assessment is valuable to TEAM Lab as it provides guidance about material development needs and the technical assistance and training needs of CTCP-funded projects. The data will guide TEAM Lab to support and assist CTCP-funded agencies for the purposes of developing tobacco education materials that are effective.