

# TEAM Lab 2011 Needs Assessment Report: Executive Summary

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## TEAM Lab 2011 Needs Assessment Report – Executive Summary

USC Tobacco Education and Materials Lab (TEAM Lab) administered its annual needs assessment (NA) in March and April 2011 to assess the educational material and training/technical assistance needs of California Tobacco Control Program (CTCP) funded projects. The NA included questions about educational material needs; material development plans; understanding of the material submission and review process; material development 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 (TA) to CTCP-funded projects and identified material needs that TEAM Lab will prioritize. This summary highlights the major findings of the TEAM Lab 2011 Needs Assessment Report.

One-hundred eleven surveys were completed. Fifty-two percent were Local Lead Agencies, thirty-two percent were Competitive Grantees, two percent were Statewide projects, three percent were CTCP Staff, and twelve percent were 'other'. 'Other' included individuals that work for other agencies such as CDC, City, County Community organizer, LLA subcontractor, Project Trust, and TEROC. Details regarding the methodology are found in the TEAM Lab 2011 Needs Assessment Report.

*Material Needs:* The survey results indicate that materials are needed for these top five tobacco topic areas: Reducing Exposure to Secondhand Smoke, Multi-unit Housing, Countering Pro-tobacco Influences, Linking Tobacco to Health or Social Conditions, and Youth Access to tobacco. 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, 57% of respondents indicated they will be developing materials in the upcoming year. The top five tobacco topic areas that agencies plan to develop materials for include Reducing Exposure to Secondhand Smoke, Multi-unit Housing, Promoting population Based Cessation Services, Countering Pro-Tobacco Influences, and Linking tobacco to health and other social conditions.

Survey participants indicated that there is a need for educational materials for Youth Access to tobacco. However survey respondents also indicated that only 14% of them would be producing such materials. Thus, the topic area of Youth Access to tobacco is a gap in materials for TEAM Lab to address.

*Technical Assistance Needs:* The type of technical assistance that respondents stated they need when developing materials include TEAM Lab providing a review and feedback on the materials developed; feedback on the appropriate language and literacy levels; design, layout, graphics and images; and assistance with field testing.

*Training Needs:* Per the needs assessment, group trainings are preferred over one-on-one trainings. The material development training topic areas most frequently requested by respondents included finding artwork, photos, images; how to design materials with culturally appropriate graphics, layout, design and images; testing materials for literacy level, and how to improve readability of the material; how to field test materials; and how to create culturally competent materials for different populations including low SES populations. These results provide direction for TEAM Lab on the type of training needs CTCP funded agencies are interested in participating.

*Material Submission and Review Process:* More than half of survey respondents selected they either “somewhat”, “very little” or “not at all” understood the materials submission and review process. Based on these results, additional training is needed in the field to review each step of the submission process. Since a large number of survey respondents (79%) have never been to the “send us” section of TEAM Lab’s website where all this pertinent information is outlined, it is also important that TEAM Lab’s website be marketed widely and included as part of any training introducing the field to the submission process.

*Emerging Technology Needs:* Social networking was selected most frequently by half of respondents as a tool that they will use to disseminate tobacco education messages. A smaller number of respondents will use Photovoice (25%) and YouTube (33%) to disseminate education messages. The tools that about half of respondents stated they will *not* be using are Podcast (54%) and Internet Blogs or Twitter (58%). Other electronic tools that people mentioned they will be using include email, Foursquare, links on websites, LinkedIn, webinars, text messaging, Yelp, photonovellas, and radio and media ads just to name a few.

### *Recommendations*

- Materials are needed for all tobacco topic areas, however priority should be given to develop or revise materials in the top five topic areas selected by respondents as having a higher need: Reducing Exposure to Secondhand smoke; Multi-unit Housing; Countering Pro-Tobacco Influences; Linking Tobacco to health (e.g. asthma, heart disease) or social conditions (e.g. social Justice); and Youth Access to Tobacco.
- Since the top two topic areas that agencies will be developing materials for are reducing exposure to SHS and MUH, which are also the most needed topic areas in the field, TEAM Lab should not spend time trying to create these materials but encourage agencies that make materials in these areas to submit to TEAM Lab. This also applies to agencies that are developing materials in the area of countering pro-tobacco influences and linking tobacco to health and social conditions. These materials can be adapted for statewide use, and for other target populations that are in need across the state.
- TEAM Lab should conduct annual webinar training on the Materials Submission Process and explain each step thoroughly with different scenarios for different types of materials. The content of the training can be converted into a tutorial that can be placed on the website.
- In all Partners posts asking agencies to submit materials, a link to the “send us” section of TEAM Lab’s website should be included.
- TEAM Lab should conduct a training to show agencies how to find artwork, photos, images that can be used on materials developed, that are low cost and with the appropriate copyright.

- Conduct a training specifically on testing materials for literacy level, and how to improve readability of materials.
- Training specifically on how to field test materials would be helpful to the field, including information on focus groups and intercept interviews with sample questions.
- Conduct a training on how to create culturally competent materials for different populations including low SES populations.
- TEAM Lab should continue to provide technical assistance in these areas (and consistently market these services):
  - Provide review and feedback on developed materials.
  - Provide feedback on appropriate language and literacy levels
  - Provide feedback on design, layout, graphics and images
  - Provide assistance with field testing (such as providing sample questions and ideas on how to conduct field testing).
- TEAM Lab should conduct a Social Media webinar Part 2 that is more focused on the strategy to use Social media and providing examples (case studies) of how is has been used by other agencies.
- Conduct a Photovoice webinar part 2
- Conduct a training, tutorial or provide a link on the website on tips for using YouTube

The 2011 Needs Assessment findings provide TEAM Lab with valuable information. The recommendations based on the NA findings provided, will help TEAM Lab set priorities on the types of materials that need to be developed/ revised based on needs of the field. It will also help guide the types of trainings and services they should provide that will greatly benefit all CTCP-funded agencies. The data will guide TEAM Lab to support and assist CTCP- funded agencies for the purposes of developing tobacco education materials that are effective for the communities they serve.