

Summary of Material Needs Spring 2011

Compiled by:

Yaneth L. Rodriguez, MPH

Darrah L. Goo Kuratani, MS

Lourdes Baezconde-Garbanati, PhD, MPH

USC/IPR

Tobacco Education and Materials Lab (TEAM Lab)

2001 N. Soto Street, 3rd Floor

Los Angeles, CA. 90033

August, 2011

Summary of Material Needs 2011

This summary will briefly highlight the tobacco educational material needs, material development plans, and the material development skills building needs of California Tobacco Control Program (CTCP) funded projects based on the findings from the needs assessment administered by Tobacco Education and Materials Lab (TEAM Lab) in Spring 2011. Additional findings and in depth analysis of the needs assessment can be found in 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.

Material Needs

- The top five tobacco topic areas that respondents stated they needed materials for were:
 - Reducing Exposure to Secondhand smoke (71%)
 - Multi-unit Housing (61%)
 - Countering Pro-Tobacco Influences (58%)
 - Linking Tobacco to health (e.g. asthma, heart disease) or social conditions (e.g. social Justice) (57 %)
 - Youth Access to Tobacco (55%)
- Additional material needs for each CTCP priority area were provided by respondents through an open-ended question. Summary of the findings can be found below.
 - *Decrease Secondhand Smoke Exposure:*
 - Smoke-free outdoors (Smoke-free parks and smoke-free dining)
 - Multi-unit housing
 - Comprehensive smoke-free policy materials
 - Alternative tobacco products such as hookah
 - Third-hand smoke
 - Sample ordinances, templates, signs, simple how to guides, brochures and videos.
 - Materials are needed in multiple languages (Spanish being the most requested language)
 - Reducing Availability of Tobacco:
 - Emerging tobacco products such as e-cigarettes and hookah.
 - Educational materials for merchants and retailers related to Tobacco Retail licensing.
 - Retail calendars for retailers in different languages
 - Tobacco retail licensing video with persuasive information for law enforcements and policy makers.
 - *Countering Pro-Tobacco Influences/counter the tobacco industry:*
 - Materials that expose big tobacco to their marketing and misleading tactics on children, youth, young adults, and priority populations.
 - Smoke-free movie campaign
 - Using emerging technology to counter pro-tobacco influences
 - Educational materials for emerging and alternative tobacco products (such as candy-flavored discs, strips and orbs; e-cigarettes and water pipe smoking).

- **Cessation Services:**
 - materials for alternative tobacco products such as hookah, E-cigarettes, menthol, and smokeless tobacco products
 - Materials linking tobacco to other health and social conditions (in particular breast cancer, diabetes, HIV, and chronic diseases.
 - Materials or teenagers, young adults (including college), LGBT, and mental health/substance abuse populations.
- In general materials are needed that address all CTCP priority areas that are:
 - Low literacy and are in multiple languages.
 - Advocacy materials
 - Videos and DVDs for youth
 - Photonovelas
 - Website designs
 - Presentations that can be adapted
 - Promotional items
 - Educational materials are also needed for the LGBT populations that are specific to the different subgroups of transgender populations.
- Materials are needed mainly for general audience, low SES, Hispanic/Latino as well as for other priority populations that include American Indian, African American, Asian/Pacific Islander, LGBT, and Labor.

Material Development

- Forty-seven percent of respondents indicated they will be developing materials in the upcoming year.
- The top five tobacco topic areas that respondents stated they plan to produce materials include:
 - Reducing Exposure to Secondhand Smoke (32%)
 - Multi-unit Housing (22%)
 - Promoting Population based Cessation Services (19%)
 - Countering Pro-Tobacco Influences (17%)
 - Linking tobacco to health and social conditions (16%)

Training and Technical Assistance Needs

- Group trainings are preferred over one-on-one technical assistance.
- The top four topic areas CTCP-funded projects indicated interest for a *group training*:
 - Find artwork, photos, and images (54%)
 - Test materials for literacy level (43%)
 - Improve readability of materials (41%)
 - Design Effective Tobacco Control Materials (41%)
- The top four topic areas CTCP-funded projects indicated an interest in receiving *one-on-one technical assistance* for are:
 - Revise Materials for Specific Audiences (16%)
 - Test materials for literacy level (15%)
 - Improve readability of materials (14%)
 - Pilot test developed materials (14%)

- CTCP-funded projects indicated they need assistance from TEAM Lab when developing materials to:
 - Review and feedback on materials they have developed.
 - Guidance through the material development process
 - Assistance in developing materials that are culturally competent and for low SES.
 - Assistance in developing promotional items (traditional and alternative forms of promotional items)
 - Assistance collecting data and research for the content of their materials.
 - Providing sample materials, templates, and information on what has already been developed.
 - Review for appropriate language and literacy levels.
 - Assistance with design, layout, graphics and images
 - Assistance with translation
 - Assistance with field testing.
 - Providing information on printing
 - Guidance through the material submission process.
 - Two respondents mentioned training specifically for different aspects of tobacco, and also a training where experienced projects can provide examples and guidance.