

# Summary of Material Needs Spring 2010

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August 10, 2010

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This summary will highlight briefly 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 2010. Additional findings and in depth analysis of the needs assessment can be found in the TEAM Lab 2010 Needs Assessment Report.

One-hundred twenty-four surveys were completed. Forty-seven percent were completed by 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 top five tobacco topic areas that respondents stated they needed materials for were:
  - Reducing Exposure to Secondhand smoke (67%)
  - Multi-unit Housing (50.4%)
  - Countering Pro-Tobacco Influences (49.6%)
  - Linking Tobacco to health (e.g. asthma, heart disease) or social conditions (e.g. social Justice) (46.4 %)
  - Smoke-free Outdoors (45.6%)
- 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:*
    - Materials related to smoke-free casino work
    - Signage for indoor smoking policies
    - Multi-unit housing materials that are simple for landlords to use
    - Materials for smoke-free college campus' and outdoor venues
    - Materials for short-term exposure of secondhand smoke
    - Materials for pregnant women and mothers in Spanish
    - Materials in multiple languages (Spanish being the most requested language)
  - *Cessation Services:*
    - Cessation materials are needed for alternative tobacco products such as hookah, E-cigarettes, menthol, and smokeless tobacco products
    - Cessation materials are needed for youth, pregnant women and mothers, new immigrant populations, substance users, and low literacy populations, in multiple

languages

- Cessation materials targeting older generations, long-term smokers as well as those who use smokeless tobacco
- Materials that focus on the Public Health Guidelines for Smoking Cessation, specifically, the Ask, Advise, Refer materials for health care professionals
- Cessation materials to be used in smoke-free multi-unit housing
- *Countering Pro-Tobacco Influences/Counter the Tobacco Industry:*
  - Materials that focus on tobacco industry bar promotions and sponsorship that target business owners
  - New youth videos with anti-tobacco messages
  - Educational materials for smoke-free movie campaigns
- *Reduce Availability of Tobacco:*
  - Materials on tobacco retail laws are needed for retailers and advocates
  - Quick retailer tools for checking ID
- 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.
- In general more materials are needed in all CTCP priority areas that are low literacy, that are in multiple languages (Spanish was the most requested language), as well as stickers, decals, and posters, that are modern, brief, colorful, and have pictures with real up to date people. Advocacy materials are also needed for all CTCP priority areas.
- Local Lead Agency (LLA): Top Five Material Needs
  - Reducing Exposure to secondhand smoke (78%)
  - Countering Pro-tobacco Influences (64%)
  - Linking tobacco to health or social conditions (55%)
  - Multi-unit Housing (55%)
  - Promoting Population-based Cessation Efforts (55%)
- Competitive Grantees: Top Five Material Needs
  - Reducing Exposure to secondhand smoke (70%)
  - Multi-unit Housing (58%)
  - Smoke-Free Outdoors (55%)
  - Countering Pro-tobacco Influences (40%)
  - Linking tobacco to health or social conditions (40%)

## Material Development

- Forty-two 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 (20%)
  - Multi-unit Housing (18%)
  - Countering Pro-Tobacco Influences (17%)
  - Smoke-free Outdoors (14%)
  - Youth Access to Tobacco (14%)

## Material Development Skills Building Needs

- CTCP-funded projects indicated they need assistance from TEAM Lab to:
  - Review and provide feedback for developed materials
  - Help with the field-testing, specifically providing sample questions for surveys or focus groups and access to a group to test materials
  - Assist with design, layout, graphics and images
  - Assist with cultural competency issues
  - Help lower the reading level of materials
  - Help with translation of materials, and language appropriateness
  - Explain what forms need to be submitted with materials such as the copyright release, model release, etc.
- The top three topic areas CTCP-funded projects indicated interest for a *group training*:
  - Develop & Frame Educational Messages (46%)
  - Conduct Focus Groups for Material Development (45%)
  - Design Effective Tobacco Control Materials (44%)
- The top three topic areas CTCP-funded projects indicated an interest in receiving *one-on-one technical assistance* for are:
  - Find Artwork, Photos, Images (27%)
  - Revise Materials for Specific Audiences (26%)
  - Find Translational Services (22%)