

Roadmap for Developing Effective Tobacco Education Materials Worksheet ¹

This worksheet can help you plan through the steps to develop effective culturally tailored tobacco education materials for your intended audience. This can be used when conceptualizing the materials you would like to create. For detailed information on each of these steps, please visit the TEAM Lab website at <http://teamlab.usc.edu/learn/>.

Step 1: Goal <i>What target behaviors or issues do we want to change?</i>	Step 2: Identifying Gaps <i>Do existing materials exist for your target behavior and population? Are they appropriate? Are they in the languages you need? etc.</i>	Step 3: Audience <i>Who will receive the health message? What are their characteristics?</i>	Step 4A: Format <i>How will the health message be delivered? (i.e. video, newspaper, brochure, internet, etc.)</i>	Step 4B: Message <i>What will be the content of the health message? Consider the message format (i.e. narrative, statistics, etc.)</i>
<p>To quit smoking.</p>	<p>Outdated pamphlet existed but contained old images and facts.</p>	<p>Audience:</p> <ul style="list-style-type: none"> • Filipino-American <p>Characteristics:</p> <ul style="list-style-type: none"> • Family-orientated 	<p>Brochure</p>	<ul style="list-style-type: none"> • Encouraging Filipino-Americans to quit smoking in order to protect their families from secondhand smoke. • 240 Filipino Americans die every day from smoking. • Lung cancer is the leading cause of cancer death among Filipino American males.

¹ The worksheet was created based on Kreuter, M.W. & McClure, S.M. article entitled “The role of culture in health communication,” published in *Annual Review of Public Health*, 25: 439-55, in 2004.

Roadmap for Developing Effective Tobacco Education Materials Worksheet ²

Strategies to use in health education materials to enhance cultural appropriateness using targeted and tailored approaches.

Step 4C: Identifying Source <i>Which sources do the target audience find credible, trustworthy, and likeable?</i>	Step 5A: Language <i>What is the native or dominant language of your targeted population?</i>	Step 5B: Sociocultural <i>What are the cultural beliefs, attitudes, values, behavioral patterns, meanings, and contexts?</i>	Step 6&7: Appearance & Layout <i>Color, image, fonts, titles, white space to text ratio</i>	Step 8: Community <i>Involving the target audience</i>
<ul style="list-style-type: none"> • Philippine Information Agency • World Health Organization 	<p>English and Tagalog</p>	<ul style="list-style-type: none"> • Filipinos are a family centered culture that value friendliness and caring for others. • Protecting the family is important. 	<ul style="list-style-type: none"> • Images with Filipino families. • Images with the Filipino flag. • Use of colors of the Filipino flag. • Mabuhay = long live (literal); hello, welcome (slang). 	<ul style="list-style-type: none"> • Conduct field-testing with Filipino-American families and Filipino-American smokers.

² The worksheet was created based on Kreuter, M.W. et al. article entitled “Achieving Cultural Appropriateness in Health Promotion Programs: Targeted and Tailored Approaches,” published in *Health Education and Behavior*, 30(2), 133-46 in 2003.