



10 Steps for Developing Effective Tobacco Education Materials

Aurora Flores, MPH
Kenneth Ronquillo, MPH
Rhonda Ragab, MPH
Rosa Barahona, MPH
Yaneth L. Rodriguez, MPH
Lourdes Baezconde-Garbanati, PhD

Institute for Health Promotion and Disease Prevention Research,
Department of Preventive Medicine, Norris Comprehensive Cancer Center, and
Keck School of Medicine of USC,
University of Southern California

October 22, 2013



Tobacco education materials can:



Educate and empower
Move communities to action



Help smokers quit



Implement new policies

Materials can also:



"Brand" your project or campaign



Recruit volunteers and advocates

10 Steps

1. Define Your Goals
2. Identify Gaps
3. Know your Audience
4. Get the Message Across
5. Make your Materials Accessible
6. Use Compelling and Appropriate Images
7. Create Attractive, Readable Materials
8. Test Your Materials
9. Printing Your Materials
10. Disseminating Your Materials

Roadmap worksheet can be found on website

Roadmap for Developing Effective Tobacco Education Materials Worksheet 1¹

Step 1: Goal	Step 2: Identifying Gaps	Step 3: Audience	Step 4: Message	Step 5: Materials	Step 6: Dissemination

Roadmap for Developing Effective Tobacco Education Materials Worksheet 2²

Step 1: Identifying Gaps	Step 2: Audience	Step 3: Message	Step 4: Materials	Step 5: Dissemination

"Learn How" section of website

Step 1: Define your Goals



- Target Population
- Goals
- Time Frame
- Budget

- What target population do you hope to reach?
- What do you want your materials to accomplish?
- What is your available budget?
- When do you need to have the materials in hand?
- Who will make up your project team?
- Who will take the lead in seeing the materials from the development stage to completion?
- What creative resources can you draw upon?
- How will you deliver your materials to your audience?

Step 2: Identify Gaps

Use EXISTING or CREATE new educational materials?

Create Existing

Existing Educational Materials

Pros	Cons
<ul style="list-style-type: none"> • Ready to use • Don't need to re-invent the wheel • Saves time • Affordable 	<ul style="list-style-type: none"> • May be outdated • May not be culturally/linguistically appropriate • May be too generic • Doesn't capture local flavor or culture

Create New Educational Materials

Pros	Cons
<ul style="list-style-type: none"> • Able to tailor message to target audience • Able to be creative and different • Able to localize material • Material can speak to your audience 	<ul style="list-style-type: none"> • Time consuming • Lack of resources (money, time, skills, technology)

Where can you look for existing materials?

- ROVER
- TEAM Lab
- California Tobacco Control Program Website



If materials exist, ask these questions:

- Are they appropriate for your target audience?
- Do they convey the most up-to-date information?
- Are they in the language(s) you need?

PREZI

Step 3: Research Your Target Audience

- You need to know:
 - Who are they?
 - What exactly do they need?
 - How will they see or get the material?
 - What will grab their attention?
 - What type of messages will they understand?

PREZI

Step 3: Research Your Target Audience

- How can you learn about the target audience?
 - Do research.
 - Consult the experts.
 - Conduct surveys, focus groups, and interviews. ☹️

PREZI

Learn about Cultural Influences

What role does tobacco play?

What are some cultural significance of symbols, images and colors?

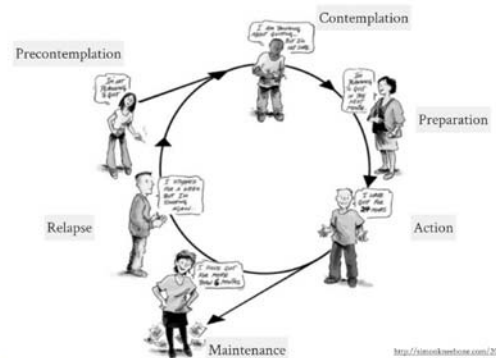
PREZI

Step 3: Research Your Target Audience

- How can you learn about the target audience?
 - Do research.
 - Consult the experts.
 - Conduct surveys, focus groups, and interviews. ☹️

PREZI

Apply the Stages of Change Model



PREZI

Step 4: Getting your message across

Your messages must be:

- Culturally appropriate
- From a trustworthy source
- Translated correctly
- Easily understandable
- Relevant to your audience

PREZI

Step 5: Make Your Materials Accessible



- Materials for broad communication require a different approach than materials for policymakers
- Your target audience may have both limited English and low literacy
- Consider health literacy
- Utilize readability Test (SMOG Calculator)

PREZI

The screenshot shows the 'Translation Services' page on the teamlab website. It includes a navigation bar with 'learn how', 'ask us', 'send us', and 'get trained'. The main content area is divided into sections: 'Roadmap', 'Resources', 'Evaluation', and 'Materials Development Tips'. An orange arrow points to the 'Resources' section, which lists various services and organizations like 'Asian Health Services Languages and Cultural Access Program' and 'EthioTrans'.

PREZI

Step 5: Make Your Materials Accessible



- Materials for broad communication require a different approach than materials for policymakers
- Your target audience may have both limited English and low literacy
- Consider health literacy
- Utilize readability Test (SMOG Calculator)

PREZI

The screenshot shows the 'Step 5: Making Your Materials Accessible' page on the teamlab website. It includes a navigation bar with 'learn how', 'ask us', 'send us', and 'get trained'. The main content area is divided into sections: 'In this page', 'Cultural, Translation and Reading Level Considerations', 'Ensuring Culturally Appropriate Translation', and 'Learn How'. An orange arrow points to the 'In this page' section, which lists topics like 'Ensuring Culturally Appropriate Translation', 'Basic Translation', 'Literacy and Reading Level', 'Literacy in Translation', and 'Readability Tests'.

PREZI

Step 6: Using Compelling and Appropriate Images



- Strong visuals are an effective tool
- Consider cultural values and beliefs
- Receive feedback during the development

PREZI

Where Can I Find Images?

- Free graphics available with your software
- Stock photography web sites (e.g. istockphoto.com or flickr creative commons)
- Work with professionals, local artists, or students

- Free graphics available with your software
- Stock photography web sites (e.g. istockphoto.com or flickr creative commons)
- Work with professionals, local artists, or students

<http://teamlab.usc.edu/learn/roadmap>

teamlab
TECHNOLOGY EDUCATION AND MATERIALS LAB

learn how ask us send us get trained

Step 6: Using Compelling and Appropriate Images

Roadmap	Resources	Evaluation	Materials Development Tips
Develop step guides to describe effective educational materials.	Technical, business, scientific, standards resources, and more.	To do list reports, emerging material trends, and other news.	Step with images, links, images, etc.

In this page

- Cool-Down Image Resources
- Clip Art and Photo Collections on CD
- We Can Help

A Picture is Worth a Thousand Words

Images—graphs and charts, clip art and photos—are an important component of educational materials. By choosing thoughtfully, you can make your materials more compelling and more immediately relevant to your audience than by using text alone.

The use of images that are sensitive and appropriate is critical; pay special attention to the aging child development of your materials. And since your materials are developed, present them to ensure that your images and text are clear and not offensive. See [Step 8: Testing Your Materials](#).

When selecting images for your tobacco education materials, keep in mind:

- Who is your target audience?
- What do they respond to?
- What messages do you want to convey to them?

Images can provide motivation

Roadmap Steps

- Step 1: Clarifying Your Goals
- Step 2: Identifying Gaps
- Step 3: Knowing Your Audience
- Step 4: Getting the Message Across
- Step 5: Making Your Materials Accessible
- Step 6: Using Compelling and Appropriate Images
- Step 7: Choosing Materials, Reusable Materials
- Step 8: Testing Your Materials
- Step 9: Printing Your Materials
- Step 10: Disseminating Your Materials

<http://teamlab.usc.edu/learn/tips>

teamlab
TECHNOLOGY EDUCATION AND MATERIALS LAB

learn how ask us send us get trained

Materials Development Tips

Roadmap	Resources	Evaluation	Materials Development Tips
Develop step guides to describe effective educational materials.	Technical, business, scientific, standards resources, and more.	To do list reports, emerging material trends, and other news.	Step with images, links, images, etc.

Recent Tips

- Learning About Your Target Audience (October 2013)
- Creating Your Message (December 2012)
- Sell us, Steve Sell! (May 2011)
- Choosing Images for Print Materials (July 2011)
- Need Help Finding Low Cost or Free Images? (September 2011)
- Free Monthly Funds (December 2011)
- Tobacco Truth Prevention—Key Information and Tips to Keep in Mind (May 2012)

Step 7: Create Attractive Readable Materials

- Fonts, Spacing, Charts, Color
- Easy to skim
- Consider: **cultural issues**

Headline

Lorem ipsum dolor sit amet, consectetur adipi scing elit. Quisque auctor commodo adipiscing. Pellentesque habitant morbi.

Good Use Headline Font: Sloop ScriptOne Copy Text Font: Century

Headline Font: Century Copy Text Font: Sloop ScriptOne **Bad Use**

Headline

Lorem ipsum dolor sit amet, consectetur adipi scing elit. Quisque auctor commodo adipiscing. Pellentesque habitant morbi.

Serif vs Sans-Serif

Check out my sweet serifs!

Modern, Minimal, Magnificent, I am Sans

Serif vs Sans-Serif

Check out my sweet serifs!

Modern, Minimal, Magnificent, I am Sans

- Times, Times
 - New Roman, Georgia
 - Easy to read in print
 - Use for body text
- Great for headings (extra credit if the heading is a question)
 - Arial, Helvetica, Geneva
 - The kids love it!

Spacing

Good Spacing

Bad Spacing

Step 7: Create Attractive Readable Materials

- Fonts, Spacing, Charts, Color
- Easy to skim
- Consider: **cultural issues**

Headline

Step 8: Test your Material

- Test when developing the concept, test when you have a solid draft, and test again when you're close to finishing.
- Pre-testing ideas can save a lot of money and time.
- CTCP requires testing of all tobacco education materials.

Constructing a Test: What do you want to learn from your audience?

- Attention
- Comprehension
- Relevance
- Outcome
- Strengths and weaknesses
- Sensitivity
- Other questions

Drown out
Doesn't stand out
Too much space
More colour
More exciting
More professional
Tells too much
Obvious

Negative

Testing Materials with Key Audiences

- Content experts: know about the content or topic, the audience, and any legal or policy issues.
- Intended audience: is the consumer, the population you are trying to reach or influence.



How to Pretest

- Find people who match the characteristics of your target audience.
- Test using focus groups, one-on-one interviews or theatre-style testing.
- Use your test results to refine and enhance your materials



How to Pilot Test

- Pilot tests are used for testing your final drafts before printing in large quantities.
- You're testing whether the main objectives for the materials have been achieved.



Step 9: Printing your Material

1) Budget

- Have a realistic budget in place
- Consider storage and distribution costs

2) Printer

- Determine if you will print your materials in-house or with an outside vendor
- Discuss the most cost-effective options



Prezi

Step 9: Printing Your Materials

- The cost per piece gets lower the more pieces you print.
- Consider the shelf life of your materials when deciding on the quantity you are going to print.
- Ask vendor about "house-stock" paper



Prezi

Step 10: Disseminating your Material

- Determine effective ways to get your materials into the hands of your target audience
- Traditional channels include:
 - Community events, organizations or businesses
 - Local government offices
 - Street outreach
 - Targeted mailings
- Materials can be disseminated through many mediums



Prezi

For more information, please contact:
teamlab@usc.edu or (323)442-7214

teamlab.usc.edu



www.facebook.com/TEAMLabUSC

Thank you!!

- Yaneth Rodriguez: ylr@usc.edu
- Aurora Flores: auroraf@usc.edu
- Rhonda Ragab: rragab@usc.edu
- Kenneth Romquillo: kronquil@usc.edu
- Dr. Lourdes Baezconde-Garbanati (PI): baezcond@usc.edu

Prezi