

teamlab
TOBACCO EDUCATION AND MATERIALS LAB

September 7th, 2011
Los Angeles Coalition Meeting


Presented by:
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Raise your hand if you...



Images.google.com

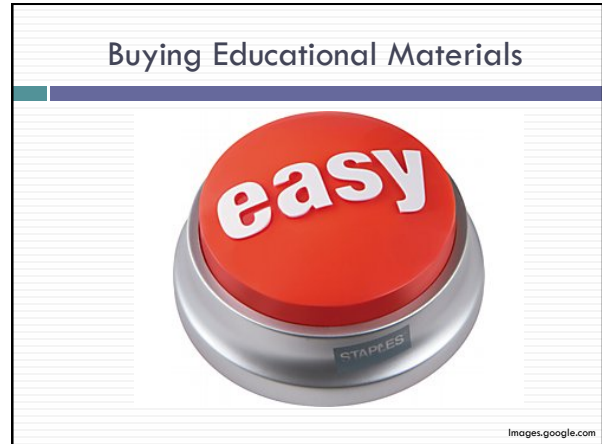
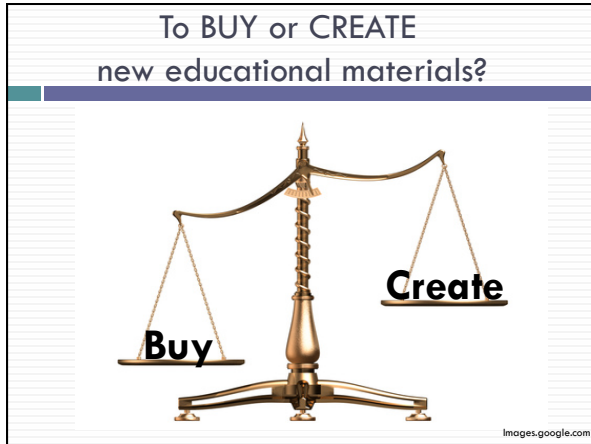
Cha Ching!!!



Images.google.com

Mission Statement

Our mission is to provide material development technical assistance and training to all CTCP-funded projects and their subcontractors.



Buying Educational Materials

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 May be outdated 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



Creating new materials

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



We are HERE to HELP!

- Help find what exists and has been developed (ROVER)
- Help you brainstorm
- Address literacy issues
- Help you tailor your materials for certain populations
- Review drafts of materials
 - Help improve the layout and design of your materials
- Provide suggestions for field-testing with the **target audience**

Case Study: Breath of Fresh Air

Original	
	<ul style="list-style-type: none"> <input type="checkbox"/> Submitted by Sutter County Tobacco Control <input type="checkbox"/> Format: Sandwich board <input type="checkbox"/> Targets: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Population: General population <input checked="" type="checkbox"/> Location: Outdoor areas and events

Case Study: Breath of Fresh Air

Final Version



- It doesn't lecture the smoker, makes it seem voluntary
- The colors are bright
- "I love the new take on a smoking sign. It is colorful and would like to see this in public."
- Versatile—can be used anywhere

Why develop new materials?

- Create materials that are specific for your advocacy and/or media campaign
- Develop something that will be more effective with the target audience
- New creation can help others (Rover)
- Filling an educational material gap
- Go outside the box if your imagination takes you there
- Contributing in the fight against big tobacco!

RESOURCES and TIPS

www.teamlab.usc.edu

- Learn How
- Ask Us
- Send Us
- Get Trained

We've Moved!



New Address:

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Thank you!

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