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TEAM Lab All Star Spotlight: Sutter County

One of TEAM Lab's main aims/priorities is to review newly developed materials created by CTCP-funded agencies. We assess materials in order to expand their reach for statewide use and sold in the TECC Catalog. During the materials review process, we ensure that materials produced are needed in the field, have strong overall quality, are cost effective, and are also culturally appropriate. The case studies section of our website will highlight materials that have gone through the materials review process and will showcase just a few examples of how TEAM Lab could help with materials development.

Sutter County Tobacco Control Program — "For a Breath of Fresh Air"

During the Winter 2011 materials review process, Sutter County Tobacco Control Program submitted a sandwich board for the general population (image below). It was a two-sided board that could be displayed in outdoor areas and local community events.



In the initial review and analysis, it was determined that this material (above-left) appeared generic and had limited utility because of the local information thus preventing nationwide distribution. However, this piece was a hidden gem because of the phrase "Breath of Fresh Air." This was an uncommon and innovative phrase anti-smoking materials and was well received by the target audience.

After the material review process, which includes field-testing and numerous revisions, this phrase turned out to be the centerpiece of a very bright and unique twist to a traditional no smoking sign. This piece extends a polite and positive message asking readers to please not smoke in a certain area without being demonized.



This piece (above-right) is currently sold in the TECC catalog (go to tobaccofreecatalog.org). As a poster which can be used at outdoor dining areas, events, at schools, etc. The possibilities for this poster are limitless. A table tent was also created for outdoor dining campaigns and a cloth sign has even been suggested to use for farmer's markets.

Even though this piece evolved dramatically, it would not have come to be without the creative work done by SC-TCP when they created this piece for their local use. Now, we all can use this for our efforts. Thank you SC-TCP for your contribution to the fight against tobacco!

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Two New Literature Reviews

Social Media Literature Review

Did you know that big tobacco use social media to establish brand loyalty? What is the difference between Web 1.0, Web 2.0, and Web 3.0? Why does this all matter? Read our [Social Media Literature Review](#) to find out more information. We know how big tobacco is using social media to reach the world. Let's use this same strategy to counteract their campaigns.

Photovoice Literature Review

The [Photovoice Literature Review](#) describes the origins of Photovoice along with how it is currently used in the field. Photovoice is based on a triad of intersecting theories: empowerment education, feminist theory and documentary photography. Photovoice is a powerful mechanism by which marginalized communities can communicate their experiences as well overcome social barriers. Read the entire paper at length to discover how Photovoice is integral to community participatory research efforts. Enjoy!

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Need help finding Low Cost or Free Images?

On a budget? Need to include images in your flyer, brochure, or postcard? Here are some suggestions to find low cost or free images.

Purchase Stock photography. Stock photography websites offer high quality, royalty free images. Royalty free images are images that you purchase for a one time fee and have unlimited use¹. You will not need to pay additional royalties after the initial purchase. Images on these sites are purchased individually and usually run less than \$5.00 per image (cost varies based on size and resolution). Purchasing these images can help you create your own photo library and use those images on other educational materials. A quick Google search came up with the follow stock photography websites:

- iStockphoto.com
- photo.com
- gettyimages.com
- jupiterimages.com
- shutterstock.com
- fotolia.com

Go to social photo sharing websites. Photo sharing websites, such as Flickr, are websites where everyday people are posting images they have taken. Each image should provide rules and guidelines for the images' use (i.e. use for academia, unlimited use, etc.). You can also use the website Behold to help you find images or do your own search. Go to Social Times to see how they rated the top 5 free photo sharing sites.

Search in Microsoft Office Images. This is already included as part of your Microsoft Office (Word, Publisher, PowerPoint) package. The [images here are free and you have unlimited use](#). Many of the stock photography websites contribute images to this database..

Search in Google images. You can always search in Google images; just [make sure you provide a citation for the images](#).

Take your own images. You can use your own camera or camera phone. This is a great way to include your own community in your educational materials. Additionally, it will allow the reader to relate to the message you are trying to convey. For example, if you are developing a material about smoke-free outdoor dining, take a picture of a local restaurant that has no-smoking signs posted in their outdoor dining areas.

Read more about [using Compelling and Appropriate Images in the Learn How Section of our website](#).

Resources:

¹[Getty Images](#)

²[Sonic Foundry "How to Create Slides that Don't Suck"](#)

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The Results are in! TEAM Lab's 2011 Needs Assessment Executive Summary and Summary of Material Needs

TEAM Lab is grateful for everyone that completed TEAM Lab's 2011 Needs Assessment in spring, 2011. The findings will help TEAM Lab set priorities on the types of trainings and technical assistance services that CTCP-funded projects will benefit from for the development of tobacco education materials. We also hope you and your agency benefit from the information in your program planning. The data provides guidance on the material needs of the field, planning and development, and readiness and capacity to utilize emerging technologies. Attached is [TEAM Lab's 2011 Needs Assessment Executive Summary](#), which provides a brief summary of the findings.

We have also included a summary of the Material Needs, which focuses only on the tobacco education material needs, material development plans, and the material development skills building needs of CTCP-funded projects based on the [2011 Needs Assessment findings](#).

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TEAM Lab All Stars — You are in for a Treat

TEAM Lab staff would like to thank you for your tobacco education material(s) submission(s). We realize that materials development is hard work and we wanted to show you how much we appreciate your time, efforts, and passion for tobacco control.

All Stars are an important part of our TEAM and within the upcoming weeks you will receive:

- Certificate of appreciation
- 2GB TEAM Lab All Star USB Flash Drive
- TEAM Lab All Star Pen
- TEAM Lab All Star Post-it Pad

To find out more about TEAM Lab All Stars and to find out which of your colleagues are TEAM-mates as part of this special group, please visit: <http://teamlab.usc.edu/submit/tl-all-stars.html>.

Don't forget that we are always here to help you with ALL of your materials development needs. Whether you are just getting the creative juices flowing, dealing with production issues or at any point in between...we would love to help. Please don't hesitate to contact us at teamlab@usc.edu or call (323) 442-8214.

Thank you so much for all your efforts in the fight against tobacco. We are proud to be on *your* TEAM.

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We Just Moved!

teamlab
TOBACCO EDUCATION
AND MATERIALS LAB

Our new contact info is:
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Take the Website Satisfaction Survey

The TEAM Lab and our website are here for YOU! If you have ever visited our website, please take our website satisfaction survey to help us make improvements.

It's easy to do, just follow these instructions.





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TOBACCO EDUCATION AND MATERIALS LAB

I am a:

☐ Competitive grantee
☐ Statewide
☐ LLA
☐ CTEP Staff
☐ Other, please specify:

How did you hear about USC TEAM LAB's Website? (Please check all that apply)

☐ Search Engine
☐ Partners Website
☐ TEAM Lab Webinar
☐ OTIS Website
☐ Recommendation of a friend or colleague
☐ CTEP Staff
☐ Prop 99 Call
☐ Tobacco Coalition Meeting
☐ Facebook
☐ Other, please specify:

Why did you come to TEAM Lab's website today?

Did you find what you were looking for?

☐ Yes
☐ No
☐ Partially

Survey Completion 100%

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