

**Tobacco Education Clearinghouse of California (TECC)
Priority Populations Educational Materials Needs Survey 2006
SUMMARY (N=126 respondents)**

Introduction

The survey was developed by the Material Development team to assess material needs for priority populations. It was approved by TCS/CHS in September 2006 and distributed at the Priority Populations Conference in October. It was also posted as an online survey on Survey Monkey. The survey link was posted on PARTNERS and sent to the PARTNERS email list.

Key Findings

Demographics

- 126 individuals responded to the survey; just under half (45%) were from local lead agencies, and about one-quarter (23%) were competitive grantees.
- 40% of those responding were located in urban areas, 26% were in rural areas, 14% were suburban, and 13% were statewide.

Priority Populations

- The majority of respondents (67%) indicated that low SES populations are in need of more materials; half identified Hispanics/Latinos; and about one-quarter to one-third indicated LGBT (30%), Asian and Pacific Islanders (25% - Korean, Chinese, Vietnamese, and Hmong among others), and African Americans 22%; 21% indicated American Indians/Alaskan natives, and 22% listed other subpopulations.
- 62% indicated having Scope of Work Indicators listing one or more of the priority populations listed.

Communities of Excellence

- When asked about which Communities of Excellence Indicator(s) their objectives or activities address, the most common response was 4.1.1: Number of culturally and linguistically appropriate behavior modification-based tobacco cessation services that are available and well utilized in the community (13). Also popular were various indicators under 2.2: Reduce exposure to secondhand smoke policy indicators.

Materials

- English and Spanish materials each were the preferred languages for materials (47%, each); although, a number of other languages also were identified. Most (93%) indicated that materials should be written for low literacy audiences.

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- Over half (66%) of the respondents favored a brochure format for materials or an incentive item (61%). Forty-four percent liked the idea of a sign, and about one-quarter each liked using booklets (28%), toolkits (25%), or other methods (26%).
- The most popular topics for materials were secondhand smoke (80%, including multi-unit housing, effects on children, and outdoor areas) and cessation (71%, including providing information, particularly for specific priority populations). Thirty-nine percent indicated that countering pro-tobacco influences should be addressed; this included using various media approaches and targeting specific sub-populations. Finally, 29% indicated that reducing tobacco availability was an important topic to address, particularly reducing youth access and addressing retail licensing and merchant education

Additional Comments

- Many respondents provided additional comments. A number of them were pleas for specific materials or information for particular populations.

Results

2. Project Type (n=125):	Number of Respondents	Percentage
Local Lead Agency	56	44.8%
Competitive Grantee	29	23.2%
Partnership	14	11.2%
Priority Populations Planning Grantee	13	10.4%
Statewide	9	7.2%
Other:	13	10.4%
<ul style="list-style-type: none"> • LGBT Partnership Advisory Board Member • TCS Contract Manager • Countywide • Tobacco Control Section (2 responses) • Tobacco Retail Licensing • Youth and young adults • Subcontractor to LLA (2 responses) • CDC OSH Supplemental funding with Quitline • Tobacco Litigation Settlement Grants • STAKE enforcement • Enforcement of Illegal Tobacco Sales to Minors 		

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3. Project location (n=123)	Number of Respondents	Percentage
Urban	49	39.8%
Rural	32	26.0%
Suburban	17	13.8%
Statewide	16	13.0%
Other:	10	8.1%
<ul style="list-style-type: none"> • All--but mostly suburban (2 responses) • Both rural and urban (4 responses) • Both rural and suburban • Central Coast • Merced County 		

4. Which Priority Populations are in need of more educational materials?

Rank	Priority Population	Number of Respondents	Percentage
1	Low SES	85	67.4%
2	Hispanics/ Latinos	63	50.0%
3	LGBT	38	30.2%
4	Asian and Pacific Islanders	31	24.6%
5	African Americans	28	22.2%
6	American Indians/ Alaskan Natives	24	19.0%
	Other:	28	22.2%
	<ul style="list-style-type: none"> • Russian speakers (4 responses) • Punjabi (2 responses) • Hmong • Middle Eastern merchants, Eastern European, and African (2 responses) • New immigrants from middle east or central America • Youth • College age • The rural poor white (2 responses) • Substance Abuse Recovery community • Organized Labor -- shouldn't this be on the list? • LBGT - Lesbians specifically • LBGT Youth and Military • LBGT - Spanish • Elderly - veterans • General Public • Everyone • Deaf and hard of hearing • General materials-at times, I have needed materials for cessation groups that are not tailored, Can some non-specific materials be developed in addition to tailored? A video on health effects of smoking would be great. 		

5. If you selected Asian and Pacific Islanders or Labor Unions, please specify:

Specific API groups

- Korean (7)
- Chinese (5)
- Vietnamese (5)
- Hmong (5)
- Filipino (4)
- Tongan (3)
- Cambodian (3)
- Thai (2)
- Mien (2)
- Samoan (2)
- Bangladeshis Pakistanis Bhutanese
- Indian, Pakistani, Punjabi
- Southeast Asians (2)
- There seems to be a lack of resources for the Middle Eastern communities.
- Native Hawaiians
- Pacific Islanders
- Pacific islanders: small community first connected to our area via support from Lassen community college to raise educational standards for them. Majority are from island of Palau. Tobacco is not a big issue but chewing of the betel nuts is a concern for them.

Higher educated API, businesses

- According to some data collected in the LA county health survey from 1997-2005 (a random digit dial survey), API females with a higher level of education (college or post grad) were more likely to smoke than other API females (trade school or below). I think that there should be some consideration that while mono-lingual materials for API are still needed; there may be a segment of the API population that is not reached by traditional English educational campaigns nor mono-lingual campaigns. Perhaps English campaigns need to be a little more inclusive of Asian Americans.
- Cessation materials for college A/API populations
- Asian and Vietnamese health professionals, Asian and Vietnamese business worksites, Vietnamese social and cultural event organizers

Provision of specific materials/ information

- Asian/Pacific islanders need more cultural information on how to work with their audience.
- Pacific islanders in particular need quit smoking information; quit smoking information in different Asian languages with input from those communities; information about secondhand smoke in multi-unit housing situations in all Asian languages.
- We would like to see materials related to tobacco retailers and compliance of laws for the Korean, Chinese and Latino populations. STAKE Act materials translated in Korean and Spanish would be helpful

Other comments

- Labor wasn't listed (2)
- Smoking seems to be cultural thing for Asian populations. I have heard through very close friends that smoking is a right of passage that shows a mature adult and leader of the community.
- There are few materials for these communities. Revamping some of the current available materials would be helpful as well.
- No resources for these groups at all (I think there was only one, but am not sure).

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- Asian and Pacific Islander population is a diverse and multi-racial/cultural/social economic status group of people. There is the need to determine the need for each sub-group rather generalized them as one entity.

6. Does your agency currently have scope of work objectives/ activities that serve one or more of the priority populations above?

(n=125)	Number of Respondents	Percentage
Yes	77	61.6%
No	48	38.4%

7. If you answered “yes”, please describe your objectives/ activities.

Low SES community

- Low SES
- We feel that our objective to reduce advertising in windows of businesses in Vallejo serves low SES.
- I. By June 30, 2008, A minimum of four property management companies and/or owners of multiple housing complexes representing 1000-1500 low-income units in at least 3 Low SES communities in San Diego County for a total of 12, will designate at least 15% of the units in their complexes as non-smoking. II. By 06/30/08, 20% of the managers or owners of multiple housing complexes (representing 1000-1500 low-income units located in at least 3 Low SES communities in San Diego County) approached that do not currently have policies on smoke-free common areas will adopt policies that designate common indoor and outdoor areas as smoke-free
- Low SES Spanish cessation materials
- Objective to provide cessation services for low income. Activities included targeted classes and scholarships on a sliding scale. Also - while not in current work plan, working with Latino Population Grantee to address SHS in multi-unit housing. Working with merchants, many recently from Middle Eastern countries - on advertising and sales to minors.
- Paseo- People Advocating Smoke-free Environments Outdoors. The projects main goal is to protect children and families in our community from exposure to toxic secondhand tobacco smoke in outdoor areas. Especially focused on high-risk Latino population in the Pajaro Valley area, which include many recent immigrants, agricultural workers, and low income families with children. The Paseo project will provide, education, and presentations to community agencies, one on one and faith based groups to help encourage and support voluntary policies for smoke-free outdoor public events and venues such as parks, sports leagues, festivals and fairs. A second objective is to assist local health clinics in setting up systems that help smokers quit. We will develop bilingual materials that promote quitting and provide free cessation-related assistance. Our free resource will include informational 'tool kits' aimed at building organizational capacity to help clients overcome nicotine addiction.
- Serves low SES + working on multi-unit smoke-free housing which covers every group.
- Some of our activities target LSES and Hispanic.
- Voluntary policy adoption for smoke-free common areas in low-income multiple housing units. Smoking cessation classes for low-SES.
- Working with low SES in multi-unit housing and no smoking policies.
- Working with MHU's and outdoor non-dining worksites, mostly low SES populations. We are providing presentations, participate in city events/council meetings, community fairs, and other neighborhood activities...we collaborate with ACS Youth Council, resident volunteers. Publish newsletters for MHU sites, outdoor sites. We collect surveys/petitions and conduct strategic planning meetings using the Midwest Academy Strategy Chart and always collaborate with RESPECT, CCAP, BUILT, TALC.

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LGBT community

- Adoption of tobacco free sponsorship policies at community events in the LGBT communities.
- LGBT projects to work toward policies to not accept tobacco sponsorship
- Provide cessation services to LGBT.
- (Posted below, our project Abstract) The Santa Cruz Lesbian and Gay Community Center, known as, The Diversity Center, has begun our two-year project, Tobacco Free, LGBT, Santa Cruz County. Funded by a competitive grant under TCS 05-102, our program will address drifting secondhand smoke in multi-unit housing where LGBT people live in Santa Cruz County. In addition, we will be working to have LGBT people make a pledge to have a smoke free home. An initial effort will be in identifying multi-unit housing with the largest concentration of LGBT identified tenants. Extensive outreach and education activities focusing on the Santa Cruz County LGBT community will comprise most of our work. As a population that smokes at twice the state-wide average, the LGBT community has not previously been exposed to culturally appropriate education and information regarding the dangers of smoking, including secondhand smoke. Part of our education will include implementing The Last Drag, an LGBT culturally specific cessation program implemented in Los Angeles and San Francisco in recent years.
- By June 30, 2008, Just for Us at Tri-City Health Center will provide at least three LGBT sensitive smoking cessation series per year, using The Last Drag curriculum, to a minimum of 30 LGBT community members from South, Central and East Alameda County, with at least 25% of program completers being smoke free at the three month, six month and one-year follow-up. Interventions Topics * Conduct adult cessation activities * Conduct education awareness presentations * Conduct public relations (earned media) activities * Conduct tobacco cessation classes * Conduct youth cessation activities * Promote the California Smokers' and/or Chew lines *
- Cessation Classes for Latino and Latino LGBT.
- Cessation services for the LGBT community
- LGBT - Cessation
- Objective: To have 20 businesses frequented by the Alameda LGBT community adopt a smoke-free policy prohibiting smoking within 20 feet of all entrances. As I've stated above I am working specifically with the LGBT community. However, it is imperative to the project I am working to have adequate educational materials that address the health concerns of other 'priority populations' since there are often overlaps between these different communities (i.e. low SES, Latino queer population).
- Smoking cessation services for the LGBT community.
- We currently have a smoking cessation program for LGBT smokers. We fund three separate agencies to provide the services, one in Compton, one in West Hollywood, and one in the Valley.
- We provide TA to other Prop 99 funded agencies, in their work with LGBT populations in their areas. We are also working against tobacco use at LGBT Pride Celebrations and against LGBT officials taking money from the TI.

Spanish-speaking population

- Hispanic Latinos
- We feel that our objective to reduce advertising in windows of businesses in Vallejo serves Hispanic/Latino.
- Latino projects to work toward policies to not accept tobacco sponsorship
- Provide cessation services to Hispanic.
- Also address sponsorship of major events in Hispanic and Latino communities.
- We are developing a Spanish-language smoking cessation curriculum for low literacy smokers, to be implemented in our smoking cessation program. In addition, we are working on a tobacco education campaign for convenience store merchants in Hispanic/Latino neighborhoods. We are also raising awareness about the dangers of tobacco in the Hispanic/Latino community, in the context of the objectives listed above.

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- We are hoping to translate at least one TALC fact sheet on SHS issues into Spanish.
- Provide merchant education to all Latino markets in Napa County.
- Cessation classes offered in Spanish
- Nothing specific within the LLA work plan, but we do Spanish-language cessation.
- Serving Hispanics/Latinos across the state in second hand smoking issues, smoke free housing, education, etc.
- PASEO project – promote smoke-free outdoor areas (recreational) such as parks, fairs, festivals, etc. in predominantly Latino populated areas (So, Santa Cruz. Co.).
- We serve the Latino community and the Latino LGBT community in cessation for these groups.

Asian/ Pacific Islander community

- Adoption of tobacco free sponsorship policies at community events in the Asian/PI communities.
- API projects to work toward policies to not accept tobacco sponsorship
- We work with faith-based organizations in AAPI communities to adopt smoke-free policies.
- To have smoke-free outdoor policies adopted and implemented in API cultural, health and faith-based events.
- We feel that our objective to reduce advertising in windows of businesses in Vallejo serves Filipinos.
- Objective 1: By June 30, 2008, a minimum of 40 Vietnamese worksites, dentist/doctor offices, vocational schools, or senior residential care facilities in Santa Clara County will voluntarily enact a policy to ban smoking within 25 feet of main entrances as documented by a written policy and signage. Objective 2: By June 30, 2008, at least three main cultural festivals such as the TET* Festival and Parade, Mid-Autumn Moon Festival, and 15 other community events and cultural concerts in Santa Clara County will enact a written policy prohibiting tobacco industry advertising and banning tobacco company sponsorship of events. Objective 3: By June 30, 2008, at least 17 Asian and Vietnamese independent and chain pharmacy stores in Santa Clara County will adopt and implement the policy against carrying tobacco products. Objective 4: By June 30, 2008, through partnership with California Smokers' Helpline and local LLA, an increase of 70% utilization or a minimum of 90 Vietnamese smokers or their family members will utilize the California Smokers' Helpline to obtain information on how to quit smoking through educational workshops and mass media campaign via newspaper, and Radio.
- One of our SHS objectives is around tobacco-free policies for community events. A contract agency has worked with the Pilipino CBO on this issue. Additionally, one of our youth access contracts works with a CBO serving Asian Americans.
- Educational programs for Asian youth.
- Provide cessation services to Vietnamese, Korean (2)
- Studying the culture and family dynamic with different levels of acculturation and ages within the Chinese, Vietnamese and Korean communities.
- Targeting Asian and Pacific Islanders who frequently visit Native American gaming casino.
- Asians, Native Hawaiians, Pacific Islanders.
- We have been attempting to engage the Filipino community and other API communities. Our next SOW will focus our activities more clearly on expanding our coalition and doing more tailored work in priority communities.

African American community

- African American
- Adoption of tobacco free sponsorship policies at community events in the African American.
- African Am projects to work toward policies to not accept tobacco sponsorship

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- Cessation services/classes for African American.
- Also address sponsorship of major events in African-American/African communities.
- We feel that our objective to reduce advertising in windows of businesses in Vallejo serves African-Americans.
- Offer culturally relevant African American specific TA and training services on a statewide level to increase skills and capacity for all TCS-funded projects. 2. Conduct Project Nia Campaign - to encourage African American entities to adopt policies that prohibit tobacco sponsorship. 3. Cessation Projs. to increase the amount of calls to the CA Smokers Helpline & to reduce smoking prevalence rates of African Americans in LA County by assisting with the implementation of the Los Angeles County 'It's quitting time LA ' campaign. 4. Develop culturally specific & relevant tobacco ed. materials.

Tribal businesses (casinos)

- 1) Reducing secondhand smoke in American Indian-owned casinos throughout the state. 2) Countering the misuse of American Indian imagery in tobacco advertising and packaging.
- Objective: Voluntary smoke-free Casino/worksites policies for American Indian Casino. Presentations to casino employees/management; health fairs; meeting with casino management.
- American Indians - decreasing SHS exposure and educating American Indians to cessation services offered etc.
- To work side by side with TCS, LLA'S & the priority populations in educating them on how to work with American Indian communities and casino secondhand issues.

Russian businesses

- Policies for Russian media not to accept tobacco advertising - Russian businesses supporting and promoting tobacco control laws

Youth/ Young Adults

- Our activities involve educating the residents of our communities about the dangers of smoking. The primary group we target are the youth of the community. Our objective is to pass a Tobacco Retail License which will lead to retailers not selling tobacco to minors.
- Tobacco-free policies for venues attracting young adults. Licensing for tobacco merchants. Tobacco-free sponsorship policies for organizations associated with CSUF.
- Cessation services/classes for young adults. Educational programs for Asian youth.

Culturally appropriate services

- Coordination and promotion of smoking cessation classes that are culturally appropriate...
- Culturally appropriate cessation services and outreach.
- Objective is based on literature currently available, developed or acquire one or more culturally and ethnically appropriate materials on secondhand smoke and smoke-free outdoor workplaces and smoke-free packing lines. The literature will be for migrant farm workers in rural areas.
- The Shasta County Tobacco control program will recruit at least 4 representatives from local ethnic coalitions to participate in the tobacco education coalition and provide feedback for the LLA to provide culturally appropriate educational and/or media.

Multiple communities

- At least three (3) trade, vocational, and/or technical schools in a three-county Central Valley region (Kern, Kings, and Tulare Counties) will adopt a smoke-free policy that prohibits smoking at entryways (within a minimum of 20 feet from all main entrances, exits and operable windows) or school campus quads. A minimum of six (6) multi-housing units in Kern, Kings and Tulare Counties with a predominant low SES tenant population will adopt and implement a policy that designates smoke-free apartments and/or common outdoor areas (e.g. playground and swimming pool areas) and common-

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- use indoor areas (e.g. laundry-rooms, lobby areas, and hallways) as smoke-free. A minimum of three (3) flea markets in Kern, Kings and Tulare Counties will adopt and implement smoke-free policies that prohibit smoking by vendors and patrons in all public access grounds, except in limited designated smoking areas (e.g. parking lots). A minimum of three (3) employers in Kern, Kings and Tulare Counties with an employee base under 100% federal poverty level and with at least 75 employees, will incorporate smoking cessation into their health education curriculums.
- Our objectives for smoke-free outdoor areas (parks and healthcare facilities) impact all priority populations.
 - We are working on outdoor dining areas, and therefore we try and reach out to all populations that enjoy dining outside.
 - We reach out to the local community. Always the entire community. We do not have a specific priority population. Our project currently is for the diverse community.

Others

- Education Activities creating a postcard, newsletter, art through education activity, Midwest chart.
- Refugees and immigrants.
- Not yet, but our next scope of work will focus around the Community of Excellence (CX).5 indicators and 5 access.
- Our goals are to increase compliance with Tobacco laws related to illegal tobacco sales. In addition, we are responsible for compliance with the LC 6404.5 smoke-free workplace law and materials in Spanish and Korean would be helpful as well.
- Our population has high SES, and therefore the objectives that reach school children with prevention and cessation for adults reach these in large numbers. Also, we have a multi-unit housing objective, which also impacts this population because they live there.
- Our priority populations are extremely small. Our county is not diverse and these populations are not highly visible.
- Reduce exposure to SHS
- Reduce Tobacco Availability, Counter Pro-tobacco Influences, Second Hand Smoke
- Smoke-free policies for outdoor recreational areas, i.e. parks, fairs, festivals, and faith-based events in Pajaro Valley area; cessation systems advocacy with local health clinics.
- Smoking and multi-unit housing.
- The number of households with children between the ages of 0-6 served by Kern County agencies that report smoking in their home and vehicle is not permitted will increase by 35% from a baseline determined in the spring of 2005.
- There are two million persons living with diabetes in California. Promoting smoking cessation among people living with diabetes is particularly important because smoking exacerbates the harmful effects of diabetes by increasing insulin resistance and worsening diabetes control. Each year there are over 300,000 diabetes-related hospitalizations in California at an annual cost of \$3.4 billion. This project is a collaborative effort between California's Tobacco Control Program (TCP), the California Diabetes Program, and the California Smokers Helpline. The purpose of this collaboration is to: (1) increase use of telephone-based tobacco cessation services by persons living with diabetes; and (2) improve the extent to which health care providers assess smoking status of persons living with diabetes, advise them to quit, and refer them to the Helpline for telephone-based tobacco cessation. This project has developed patient fact sheets in the languages that the Helpline supports. Currently our activities include training, health care clinic interventions and promotional campaigns specifically for health care providers including diabetes educators, registered dietitians and allied health professionals.
- Tobacco education and cessation
- We are charged with persuading 4 MUH landlord/owners to adopt policies making outdoor common areas smoke free.
- We are doing policy work and cessation.

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- Work with local clinics to adopt public health guidelines around cessation.
- I am a smoking cessation facilitator. I found simply stated and clear information is better received. I work with all age groups and all ethnic groups.

8. Which Communities of Excellence indicator(s) does your objective/ activity address?

Priority Area 1: Counter Pro-Tobacco Influences

- 1.1: Tobacco Marketing and deglamorization indicators
 - 1.1.2
 - 1.1.6 (3)
 - 1.1.8
 - 1.1.9
 - 1.1.10 Extent of tobacco company contributions to support political campaigns of elected officials
- 1.2: Reduce tobacco industry influence economic indicators
- 1.3: School and community-based prevention indicators

Priority Area 2: Reduce Exposure to Secondhand Smoke

- Secondhand Smoke Exposure (3)
- Reduce Exposure to Secondhand Smoke (2)
- Reducing exposure to secondhand smoke at outdoor events with voluntary policies.
- 2.1: Reduce exposure to secondhand smoke enforcement/compliance indicators
 - 2.1.3
- 2.2: Reduce exposure to secondhand smoke policy indicators
 - 2.2.1 (2)
 - 2.2.3
 - 2.2.7
 - 2.2.8 (2)
 - 2.2.9
 - 2.2.11 (5)
 - 2.2.12 (4)
 - 2.2.13 (3)
 - 2.2.16 (3)
 - 2.2.16 Extent that outdoor recreational facilities, areas and events, e.g., fairgrounds, beaches, piers, amusement parks, playgrounds, sport stadiums, parades, etc., have policies designating a portion or all the outdoor area or event as smoke- free
 - 2.2.20

Priority Area 3: Reduce the Availability of Tobacco

- Reduce availability of tobacco
- 3.1: Reduce the availability of tobacco enforcement/compliance indicators
 - 3.1.1
 - 3.1.2 Extent of compliance with posting the STAKE Act age-of-sale warning signs
- 3.2: Reduce the availability of tobacco policy indicators
 - 3.2.3
 - 3.2.6
- 3.3: Reduce the availability of tobacco behavior indicators

Priority Area 4: Promote Tobacco Cessation Services

- Cessation (4)
- Culturally appropriate cessation services
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- 4.1: Provision of cessation services indicators

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- 4.1.1 (11)
 - 4.1.1 Extent that culturally and linguistically appropriate behavior modification-based tobacco cessation services are available and well utilized in the community (CORE)
 - 4.1.1 Culturally and linguistically appropriate smoking cessation resources.
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- 4.2: Cessation policy indicators
 - 4.2.2 (2)

Assets

- 2,4
- 2,5
- 3.1
- 3.2 (2)
- 3.4 (4)

- * PROHIBITING OUTDOOR SMOKING
- sales to minors
- Extent that culturally and linguistically appropriate behavior modification-based tobacco cessation services are available and well utilized in the community (CORE)
- American Indian Casinos & American Indian Imagery
- Community Education Activity
- Indicator 1.5.4 (2)
- Extent of tobacco free sponsorship policies at public and private events
- General Public, Under Five
- I am not sure what a 'Communities of Indicators is.
- I'm not sure. We are currently addressing the problem of youth access to tobacco products.
- Our program was not funded. Our target was LGBT population in San Diego
- Please check OTIS for this, there are several
- Please contact HLTEN for more details.
- Provide bilingual informational material for cessation to community based agencies and provide presentations and trainings.
- Smoke Free Parks
- Smoke-free faith-based initiatives
- Teacher training Youth access CPTI
- The ones related to the extent of sponsorship in communities and casinos.
- Youth and establishing a local Tobacco Retail Licensing ordinance.

9. Which language(s) should be used?

- English (59 responses)
- Spanish (59 responses)
- Hmong (9)
- Mein (5)
- Korean (6)
- Vietnamese (3)
- Arabic
- Asian Pacific Islander
- Cambodian, Ethiopian
- low SES
- Chinese
- Santa Monica has many tourists from foreign countries, e.g. Japan.

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- Russian, Armenian
- Tagalog
- Tongan, Samoan
- Urdu, Hindi, Bengali
- Tagalog, Tongan, Urd, Samoan, Chamono, Punjabi, Bangaldeshi, Nepali, Gujurati
- Various languages
- Multiple languages
- As diverse as it can be because we have a very diverse community

10. Should the materials be written for low literacy audiences?

(n=123)	Number of Respondents	Percentage
Yes	114	92.7%
No	11	8.9%

11. Which format should be used?

Rank	Format	Number of Respondents	Percentage
1	Brochure	83	65.9%
2	Incentive item	75	61.0%
3	Sign	54	43.9%
4	Booklet	35	27.8%
5	Toolkit	32	25.4%
	Other:	33	26.2%
	<ul style="list-style-type: none"> • Poster (4 responses) • Posters with handwritten messages such as the Spanish half face/half skull picture • Postcards (2 responses) • Handbill (large postcard) • 3x5 card • cards (deck) • Pocket size card • Smoke-free zone business cards • Bus Shelter, Billboard, T-shirts, Tank Tops • Shopping bags, something people use • Videos (2 responses) • Video, music, game, etc. • Video /CD / DVD • CD interactive • DVD • TV commercials in our area • Local/community media; affiliation groups such as VFW, Masons, fraternal clubs, etc. • Comic book • pictures • Durable weather proof no smoking signs for apartments • Fact sheet • Fact sheet if more appropriate 		

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<ul style="list-style-type: none"> • Materials explaining the laws to stores, parents, etc. • High visuals minimal text • Needs testing • No real need for new materials • Depends on our assessment • Whatever is appropriate for the particular target 		
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12. Which CDHS/ TCS Priority Areas should be addressed with these materials?

Rank	Priority Area	Number of Respondents	Percentage
1	Secondhand smoke	101	80.2%
2	Cessation	90	71.4%
3	Counter pro-tobacco influences	49	38.9%
4	Reduce tobacco availability	37	29.4%

13. Write in the specific purpose(s) for the areas you checked above.

Priority Area: Secondhand smoke (Rank 1)

Multi-unit housing and various

- Multi Unit Housing (37 responses)
- Multi-Unit housing for African Americans
- Multi-unit housing PP culturally appropriate

Effects on children

- Effects on children (2)
- Children
- Children's exposure (2)
- Education for families
- Everyone, especially children
- Families with children + extended families
- Family impact & harm
- Family or general
- SHS exposure and children
- Household members especially children and pregnant women
- In the home - centered around family
- Kids, many members in a household
- Parents of Pre-Schoolers
- Pregnancy children
- Near children and pregnant women

American Indian communities and businesses

- AI/AN communities
- American Indian Casino
- American Indian-Owned Casinos
- Casinos (2)

Language appropriate materials

- Describe the dangers and risks associated in various languages
- Spanish

Entryways

- 20' entryway or home/car

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- Doorway, worksite
- Smoke free entry ways
- Smoke-free doorways (20ft.)

Outdoor areas

- Outdoor Areas (5)
- Outdoor areas (especially Latino & API low-income population), but also appeal to sense of housing owners who may not be fully proficient in English
- Outdoor areas: parks, tot-lots (2), recreation areas, bus stops, doorways, etc. ; Multi-unit housing;
- Outdoor events (3)
- Outdoor policy need; harm info.
- Outdoor venues attracting young adults
- Smoke Free Parks (5)
- Smoke-free outdoor venues
- School campus & campus community activities
- Outdoor workplace
- Outdoor public areas
- Beaches (2)
- Military bases
- Outdoor restaurants
- playgrounds

Indoor areas, including in-cars

- Smoke-free home (6)
- Apartments, housing, home based daycare center
- Bars and Pride events
- Businesses, workplaces (4)
- Healthcare facilities at serve a low SES population and patients in recovery from alcohol and other drugs
- In cars (5)
- Increase home norms against tobacco use
- INDOOR smoking - AA meetings, American Legion, etc.
- Keeping it out of your home and cars etc.
- Smoke-Free Workplace Law

Others

- Hookah
- Enforcement/implementation
- General Public, Youth
- Health effects, danger
- How to Complain
- Low SES (2)
- New immigrant populations-protect your kids from SHS, smoke-free healthcare campuses for housekeeping, maintenance, security staffs,
- Tobacco ed. materials
- Food banks
- CBOs
- Risks to self and others

Priority Area: Cessation (Rank 2)

Information provision

- Benefits of cessation (3)

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- Health risks (hard hitting) (4)
- How to quit (3)
- Nicotine therapy
- Quit Help
- Quit Tips
- Resources to quit
- dealing with stress, finding support
- cultural perspectives on tobacco use and cessation, provider referrals
- Campaigns i.e. GAAS & It's quitting time LA
- Class (2)
- Class participant recruitment
- Info for health care staff/clinics
- Need basic information
- Not enough info about cessation out there.
- Self help brochure
- Seminar, telephone counseling, classes
- Training material & cessation tips
- Facts about cigs (toxic ingredients)
- General materials (videos) on health effects of smoking

General public

- All Smokers (2)
- For the general public (2)
- General - save money!
- General adult and youth cessation
- General Public, Youth

American Indian community

- American Indian Casino
- Know the American Indian culture -keep the smoke sacred
- AI/AN
- Funding for AI/AN

Low SES community

- Employer sites for Low SES
- Low SES(5)

Spanish speaking community

- For Latino Spanish Speakers
- Evidence based curriculum in Spanish
- Spanish (2)
- Spanish materials promoting cessation as well as English and Spanish culturally tailored cessation materials
- In Spanish a cessation manual that everyone could use like the Freedom from Smoking by ALA
- We get a high request for Spanish cessation materials

LGBT community

- Addressed to Priority Pop (PP). 'The Last Drag'
- Combat high rates of LGBT smoking
- LGBT English/Spanish
- LGBT (3)

Other target populations

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- For adults 18-40 years old
- For young adult and/or social smokers
- Male specific
- Incentives for quitting for teens and adults
- Materials to get AA thinking about cessation
- Military
- One for each API community
- Persuade immigrants that tobacco use reduces likelihood of success
- Smoking cessation for people with diabetes and other chronic diseases
- Youth (2)
- Youth & Adult Classes
- Youth and young adults
- Teens, chew
- Pregnant women and teens
- For providers and patients

Benefits to family

- Benefits to your family
- Helping family member, quitting
- Tobacco Users in the home(s)

Culturally appropriate approaches

- Community Agencies /Faith based
- Culturally specific stop-smoking assistance for people in recovery from alcohol/drug abuse
- Culturally appropriate
- Dispel cultural smoking practices as old-world

Venue-specific approach

- Health care provider settings; employers
- MHU's & Outdoor non-dining worksites
- Multi-Unit Housing
- Posting in bars

General approach

- Expanding cessation opportunities beyond Helpline + Low SES materials for the Helpline
- Motivation, cessation services
- Reduce general smoking rates
- Referral
- Move to contemplation stage
- Smokers' Helpline or local cessation services
- To taper down at least

Priority Area: Counter pro-tobacco influences (Rank 3)

Media approaches: advertising, community events

- Ads, media
- Advertising about how much smoking costs an individual smoker; how LSE status teens and adults are lured by TI advertising
- Advertising on TV and radio
- Community Events
- Community or general
- Excessive advertising & community norms acceptance of youth smoking and tobacco use
- Media

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- Media campaign
- Social and cultural events
- Sponsorship
- Reducing advertising

Target populations

- African American Sponsorship
- Black Businesses, Athlete spokesperson
- AI/AN populations
- Combat TI's LGBT targeting
- For minors
- General lesbian & gay Community
- Industry's focus on women, young adults and minority population
- LGBT community norms
- Low SES & LGBT
- Outreach education to LES, GLBT
- Middle eastern
- Young adult
- Youth

Small group-specific approach

- Continual focus on industry marketing tactics below the radar of public media -- at bars, Internet, Pod cast, concerts, colleges,
- Rodeos
- PSA's in hip-hop
- Tobacco in Hollywood
- Tobacco industry tactics on low SES
- Tobacco industry targeting, exploitation of people in other countries
- Tobacco sponsored events. i.e. rodeos
- Tobacco sponsorship of community organizations/events

Information provision

- More informational materials needed
- To improve knowledge and understanding
- To de-glamorize tobacco for bilingual or English-speaking Hispanic/Latino youth; to raise awareness about the dangers of tobacco among Spanish-speaking immigrants.
- Make a connection of money to tobacco consumption. Money/tobacco calculators work very well.
- Recognize Big Tobacco's tentacles

Others

- Elders want to smoke w/ younger family as bonding
- Ethnic targets, environment, human rights, social justice
- FCTC
- How it was marketed to these populations
- How they are targeted
- Proj. Nia
- Project SCUM & related ads to LGBT
- For community leaders, fundraisers and organizations who take the money

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Priority Area: Reduce tobacco availability (Rank 4)

Reduce youth access

- 3 out of 4 smokers start before age 18.
- Access to minors through social sources
- Access to youth--their youth
- Illegal tobacco sales to minors
- Low Income Youth
- Sales to Minors
- Teen
- To minors by promoting licensing
- Tobacco sales to minors
- Youth
- Youth access
- Youth access, illegal sales, social sources, pro-youth, pro-community
- Youth or general

Retail licensing and merchant education

- In stores - many mom & pop stores owners are not that proficient in english
- Merchant education in their language
- Merchant education on tobacco laws (2)
- Small Gift Shops, Food Courts
- Tobacco Retail Licensing (4)
- Tobacco retailers (2)
- Tobacco retailer information (more for SEA)

Others

- Educate new immigrant / low SES retail clerks how to read California driver's license or I.D.
- Low SES
- Middle eastern
- Need information on how and why need to address as a group
- PSA's in hip-hop
- So smokers cannot 'force' others as much to breath smoke/smoke
- Social sources
- Social Sources for African Americans
- Swap Meets
- Engaging law enforcement

Additional comments

Provision of more materials for specific population groups

- 1) A booklet is needed for African Americans in California along the lines of the 'How To Quit Smoking' guidebooks. 2) A brochure focused on African American Teens and smoking is needed. 3) A brochure on marijuana/blunt use and cigar use is needed for adults.
- AAPI Youth segments are lacking in innovative materials as well.
- As of 2006, Mariposa County has 89% white. Many of the people are poor, use tobacco and may not have even finished high school. As far as I know TECC does not have materials that address this priority population.
- Beginning to target and influence the patrons of American Indian owned casinos to request/demand a smoke free environment, but in a manner that will not damage the reputation or economics of the American Indian tribes that own the casinos. Work with Indian organizations (AITEP), tribes and casinos to develop the materials.

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- I really want to emphasize the necessity to create different educational materials. In this case, working with the LGBT community one size does not fit all for example; there is a great necessity to address the intersections of culture (race, gender, sexual orientation, class).
- Materials should have a more professional appearance and should not be cartoon drawings.
- Napa County has a Latino migrant population of approximately 35%.
- New videos on Smoking cessation New videos on Marijuana cessation
- Since many of our objectives are being completed, we don't have any 'current' needs. The items I marked above refer to future and general needs. e.g., advertising on TV and radio. We need more to counter the pro-tobacco influences in our rural areas and to advertise for Smokers' Helpline. If/when we offer cessation services; we would like to have materials in Spanish. TECC does have Spanish materials for home/car secondhand smoke, but different promo items or signs would be nice. The pledge cards are nice but the graphics/color/print design makes getting the message a little difficult. In this case the busy color design does not aid deliverance of the message. I usually have to 'explain' the cards to people. Esp. LSES.
- Spanish materials will help reach a large % of the priority population as well as SES at the same time.
- The AI/AN communities need more funding for cessation programs and to help with secondhand smoke issues.
- The LGBT community is COMPLETELY ignored as a high risk population in the central valley of California (Bakersfield, Visalia, Fresno, etc.) This population is in need of intervention and if there is the ability to intervene, this is where efforts should be directed.
- We also need Spanish 'No Smoking' Signs.
- We do not get TCS anti-tobacco messages on our TV stations in Santa Barbara, while research shows that TV is the main way that Hispanic/Latinos get their information.
- With the new wave of Hmong refugees to the central valley, we need to have more Hmong materials.
- I feel there has to be more materials developed for these two communities. The resources we have now are very dated and lack cultural competence. There aren't any materials in Spanish for the LGBT community. Outreach has been very difficult because there isn't anything we can pass out for when we have presentations. Cessation, cessation more is needed a manual that all TCS Sections could use or a web page where we could download – pages, fact sheets, and pictures.
- We have enjoyed working with TECC on our Toolkit and Spanish Helpline Cards. We look forward to greater collaboration. I would like to develop a few more Spanish language posters – one for multi-unit housing 7 another for providers offices – dealing w/cessation. Hope we can talk soon.
- I recently contacted TECC for leads on a video explaining health effects of smoking. I was hoping that you folks might have some ideas about where I could go for these. Unfortunately, I was told TECC didn't have any ideas. Could non-tailored videos be produced? I am leery of ordering videos from Kranes or ETR at \$300-400 a piece.
- Our community always requests Spanish material but mainly look for cessation materials in Spanish. Since youth has such a high prevalence it is important for us to have more youth materials available in Spanish for this is something we must start to think about.

Population-specific advertising messages

- Children and family seem to be a good hook. Incentive items should be useful, such as shirts, hats, stickers and post-its. Should be oriented toward positive attributes, so that instead of 'no smoking' it might be 'I support a smoke-free family.'
- I think counter pro-tobacco influence messages for African Americans may be more successful than among other ethnic groups, especially if that other ethnic group is LESS acculturated.
- More 'functional incentive' items for our target pop (e.g. farm workers, adult males); an adaptation of existing poster, showing ingredients of cigarette, in low-lit, visual, picto-graphic format.

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- The text in Vietnamese version either the original or products of translation should be very well written and polished, otherwise no one would want to waste time to read the contained message.
- In these two groups the efforts have been too scattered. It needs to be more specific and in the appropriate language.

Offer to help with review and field-testing of new materials

- As per our TCS-approved scope of work, my program staff is available and able to assist with the review and/or development of new educational materials targeting Low SES populations. At minimum, I'd like to offer our program resources to assist with the field testing of any newly developed materials. For example, program staff could assist with recruiting/convening members of that target population to field test materials.
- Current cessation materials seem very middle class in orientation. I believe we need something consistent with the 'hidden rules' of poverty, and would be willing to pilot materials, as I have good access to this population.
- There is a great need to create LGBT specific materials to counter the very large, and very well financed, pro-tobacco influences. We would be very happy to actively participate in the creation of these materials. Please don't hesitate to contact me.

Implementation of policies

- I think more LLA's etc. will need easy ways to implement/enforce smoke-free zones when policies are adopted. Signage should be bilingual, but we need simple and cheap ways of directly communicating new policies to smokers that provide solutions. That is to say, create a business card that says 'This is a smoke-free area, please find the nearest designated smoking zone' (Spanish below). The back side should have No-butts info (also in Spanish). These can be distributed to businesses and vendors in outdoor smoke-free areas and to others who could enforce the smoke-free policy, such as police, security, lifeguards, park services, etc.
- There is also limited information to give local planning departments and those seeking permits for multi-unit housing. I would also like more info. to give apartment managers information regarding benefits of becoming smoke free.

Survey-specific comments

- I'm not sure I understand questions 7-13. Our objective relates specifically to translating existing TALC materials. I don't know enough about the needs of priority pops regarding what new or additional materials should be produced.
- This survey was confusing. I am not sure whether questions 9 through 11 or 12 are all related to questions 6 through 8. In my responses, I am assuming that Q. 12 and 13 are general and not related to current objectives.

Others

- CPTI should focus on how tobacco industry targets particular communities for addiction. It's possible you have these already and I am not familiar with them, since you have put out a lot of good materials and I have not seen them all. Thanks
- Each cohort of youth are blank as to history of marketing, sense that smoking is a sign of rebellion when it is total compliance with a marketing strategy, and filling a need to belong and create a self image that style/smoking easily offers. KEEP up with unmasking psychological approaches used by the industry.
- Many of our activities fall outside our work plan and cover a variety of indicators - but are not full-blown objectives. We target merchants in general but find the majority of owners and clerks are Eastern Indian and Middle Eastern who speak little English and don't seem to understand why we don't want kids to start smoking.
- One of our activities includes development of a piece for the LGBT PP. Honestly, our agency is new to TCS and we don't carry experience in working with you regarding development

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cycle. We suggested a small piece however we would be interested in a more significant contribution if there is interest and support from TECC/LGBT Partnership, etc.

- Our minority populations are small yet we do need to provide them with services and attempt to improve their lifestyles with information so they can make sound choices.
- Well isn't this frustrating? I debated opening this survey because as a Priority Population Grantee, I know that I'm not the target audience. But then, when I did open it, I see that we aren't included. Every time we're left off the list, which happens often--someone says oops and tells us they're sorry. And then LLAs and other grantees don't see that labor is a priority population, and therefore don't plan to do any work around labor so then our work and focus seems less needed. Big surprise!
- How wonderful to have extra money to use for materials! Thanks for asking about what those in the trenches could use the most.
- TECC, good luck on this project!
- Thanks for asking for our input on developing new materials. The resources we have used so far have been excellent.
- Can TECC adapt "What's in a cigarette" poster format Death Cards – pack (using cultural icons & artistic)