

Identifying Gaps and Outdated Materials Report

TECC MATERIALS DEVELOPMENT

Reporting Period: January – June 2007

INTRODUCTION

As part of our scope of work, TECC was tasked “to identify gaps in items offered and items that should be weeded from our catalog (2.A.2).” Data collection activities pertaining to this objective included:

- Online Priority Populations (PP) Needs Assessment (September 2006)
- Online TobaccoFreeCatalog.org Website Satisfaction Survey (December 2006)
- Online Material Development (MD) Needs Assessment (May 2007)
- Twelve Key Informant Phone Interviews with Priority Population Grantees¹ (June 2007)
- One Focus Group with 13 TCS Staff² (July 2007)

The following report is a synthesis of themes that recurred in most or all of our data collection activities. The three key topics addressed across all our data collection activities were: 1) identifying gaps in catalog, 2) identifying outdated items, and 3) catalog organization.

This report is presented in four sections: 1) Catalog gaps, 2) Outdated materials, 3) Catalog organization and 4) Closing the gaps.

KEY FINDINGS

Catalog gaps (pages 3-9)

1. The five areas where respondents indicated materials were lacking included:
 - a. Materials identified as low SES/ low literacy – topic areas to focus on multi-unit housing and cessation
 - b. Multilingual materials, especially Spanish and also Asian/Pacific Islander materials in a variety of topic areas
 - c. Other underserved populations include youth/ young adults, LGBT, and Native Americans
 - d. Topic-specific gaps including upcoming campaigns identified by TCS, hookah, multi-unit housing, outdoor second-hand smoke, and cross-topic issues
 - e. Increasing professional resources in the areas of:
 - i. materials pertaining to youth and to retail licensing,
 - ii. evidence-based curricula and toolkits,
 - iii. capacity and coalition building resources, and
 - iv. additional resources for online catalog (fact sheets, PowerPoint presentations).

¹ See list of key informant interviewees in Appendix A.

² See list of TCS staff who attended focus group on July 13th 2007 in Appendix A.

- f. Other needs including:
 - i. more materials relating to voluntary policies,
 - ii. more materials for customization, especially signs
 - iii. media items, and
 - iv. more low-cost promotional items.

Outdated items (pages 10-11)

- 2. Respondents expressed a number of characteristics by which items should be considered for removal:
 - a. Outdated content in videos
 - b. Outdated graphics
 - c. Outdated messages
 - d. Outdated information and statistics
 - e. Cultural relevancy

Catalog organization (page 12)

- 3. The main suggestions for a reorganization of the catalog would ideally include the following:
 - a. Divide materials for general public and resources for professionals into distinct sections within the catalog
 - b. For all materials, include year that material was produced and/or updated/ revised
 - c. Create new section within index for low-literacy materials
 - d. Continue providing multiple indexes, but with the addition of symbols so the consumer can easily identify the target audience(s) of the material with one quick glance
 - e. Cross-referencing of topic areas within population groups

Closing the gaps (pages 13-14)

- 4. Respondents in the focus group raised their concern regarding the decreasing number of new materials submitted by funded projects, and offered various suggestions, including enlisting projects' assistance for translations and review, increasing efforts on material acquisitions rather than new material development (unless in the areas where California is considered to be leading the field, e.g. tribal casinos), and soliciting feedback from TCS staff periodically for any suggestions on out-of-state materials.
- 5. Respondents also advised TECC to look beyond providing print materials to providing digital materials such as making videos or DVDs accessible to the public through the Public Library systems, and other formats like Podcasts.
- 6. Continuing a cycle of feedback and adjustments with annual data collection activities such as surveys and focus groups will ensure that TECC stay abreast of the field's needs.

Section 1: Catalog Gaps

1. Low SES/ low literacy

Across all data collection activities, “low SES” was raised repeatedly as an area of high need. “Low literacy” was also often mentioned in the same breath, as respondents recognized that the low SES population would be at a lower literacy level compared to the general reading population.

Respondents expressed that the current materials were targeted to audiences with higher reading levels, and more materials that are “meaningful to the low SES population” are needed. One focus group respondent elaborated with an example of how inconsistent reading levels within an individual piece of material could jeopardize the effectiveness of the material.

An example is [this]³ material which utilizes a story book format. It’s written at an 8th, 9th grade reading level. And it misses the target audience because while the story book level is at the 6th grade level, the written level is at a higher level. And if somebody has a reading level of 8th or 9th grade, they would be able to read it, but the story is so simple, they would feel patronized. And their target audience, which is 6th grade or below, wouldn’t be able to read it because there are a lot of words they wouldn’t understand.

- Focus group respondent

Appropriate reading level

Establishing what an appropriate reading level would be for the low literacy audience was also explored. Both respondents from the focus group and the key informant interviews felt that since the newspapers (e.g. Wall Street Journal) were written at a 6th or 7th grade reading level, materials developed with the low literacy audience in mind should be lower. One respondent from the focus group thought a 2nd or 3rd grade reading level would be appropriate; another key informant respondent felt that a 4th-6th grade reading level would be acceptable, but cautioned that the materials “must be relevant and respectful.”

Supporting survey data:

- Two-thirds (67%) of respondents (n=126) in the PP needs assessment identified “low SES” as the top priority population in need of more materials. When asked if materials should be written for a low literacy audience, 93% agreed.
- From the MD needs assessment, half of the respondents (n=147) indicated a “moderate” or “high need” for trainings on creating low SES and low literacy materials.

Topic areas specific to low literacy audiences

Respondents helped to narrow the topic areas and formats which they felt would be pertinent to the needs of populations with low literacy. The following is a list of topic areas suggested by respondents:

- ☛ Multi-unit housing: smoke free apartments and condominiums were frequently mentioned as an increasing area of need, particularly for low income populations.

³ The source of the material has been removed from the report.

For example, in Ventura they're working with public housing, and people are on public assistance, and that's an audience that really needs it.

- Focus group respondent

Formats and requests specific to MUH:

- Keep materials short
- Smoke-free housing using positive messages.
- Signages for voluntary policies
- Current smoke free housing brochures are a little older – they might need some updating. New data showing some updated stats, information from the Surgeon General's report.
- Reduced literacy version of the secondhand smoke housing brochure, include condominiums and apartments
- Simple, low literacy handout for MUH regarding common areas with pictures and simple messages. More signs but with less text, maybe simple message like: "Protect your neighbors, please don't smoke in this common area"
- Indoor and outdoor signs. Likes the Doves/Please Don't Smoke sign but would like to see an updated image.
- Outdoor areas (especially Latino & API low-income population), but also appeal to sense of housing owners who may not be fully proficient in English

One respondent also shared suggestions on locations for low literacy materials:

Consider messages you can have at different venues, like check cashing, laundromats, places where (low SES) people visit. So they have to be of a certain size and attractiveness that you could put on a notice board or something. Think about where low income people might be frequenting and will see those messages.

- Focus group respondent

✪ Cessation motivation materials for populations with low literacy

Formats and requests specific to cessation:

- Emphasis on financial angle for low SES audience such as: fact card with information about money saved and what you could be using it for if you quit.
- More cessation for a variety of cultures/languages with appropriate pictures. Tear off sheets for low SES cessation classes
- Pamphlets for cessation classes
- Need for general cessation - with holistic approach or faith based.

2. Multilingual materials

Spanish-language materials

Given that California is the most ethnically diverse state in the country, it is of little surprise that more and more projects require materials in different languages when working with their local populations. Spanish continues to be the most frequently requested foreign language, followed by Asian-specific languages. Respondents also recognized that a significant proportion of the low SES, low literacy population are also Spanish-speaking and would benefit from having materials in their primary spoken and written language.

Print materials need to be multilingual, Spanish especially. For example, in Southern California, most of the billboards are just in Spanish and a lot of our materials don't have that equivalent in translation. If at all possible, have them in both languages.

- Focus group respondent

I recently went to the catalog to find basic brochures, in Spanish and English on SHS. I was shocked and appalled that none exist.

- MD needs assessment survey

Topic areas and requests specific to Spanish language materials

- More low literacy Spanish materials regarding SHS. The Tobacco Biology and Politics (3rd Edition) Booklet in Spanish would be excellent.
- More Spanish promotional items. Poster Child poster and frisbees in Spanish. For adults: Let it breath lung in Spanish.
- Would love to have Spanish/Latino version of "Your baby deserves better" poster.
- A need for Spanish "No Smoking" signs for smoke-free multi-unit housing.
- Need a 11X17 Helpline poster for Hispanics that does not have a skull on it that can be placed in restaurants or markets. On page 82, the 20 foot no smoking signs do not have the Spanish no fume number on the bottom, but the English do. Also we need the state 20 foot gov. ordinance number off so that we can use them for local ordinances.
- Spanish language material in general, but especially around outdoor secondhand smoke.

Asian-specific languages

Asians and Pacific Islanders are another growing population group in California. However, the cultural and ethnic differences between different Asian and Pacific Islander groups can often be large enough to warrant completely different messages. Respondents in the focus group cautioned against the danger of universally applying the same message across different Asian and Pacific Islander communities, without first focus-testing each group for cultural relevancy.

TCS conducted an internal study and programmatically, we acknowledge that there's a difference between Asian groups. For example, you have this broad category (A/PI) but you really don't know if this piece is going to work the same way for one population versus another. So are there mechanisms in place that are focus group tested or at least looked at to see if it's effective wide-spread? Because if it's only workable in the Korean and Chinese population, I would only advertise it as something for that population. I'd do something else for the other Asian populations.

- Focus group respondent

For example, the logo "More matters" doesn't work in the Vietnamese or Chinese population because in their cultures, it's all about balance, yin and yang. So you're going to be telling a Chinese or Vietnamese person to go to the extreme, that more and more is better – they're not going to be as responsive to that as someone with a Western perspective. So that's a perfect example of really testing out a logo or brand and whether or not it applies in the cultural perspective.

- Focus group respondent

Topic areas and requests specific to Asian-specific language materials

- Need materials in Korean including educational videos and short printed materials regarding multi-unit housing.
- Cessation support materials (brochures) for southeast Asian populations
- Smoke-free casino materials in Asian languages including outreach surveys in Chinese and Tagalog.
- More for A/PI, especially related to countering tobacco. Wants comic/graphic style brochures in English/Loa, Vietnamese, Hmong.
- Need signs/materials in Samoan, Tongan.
- Revised short version of helpline guides (J682-684) and Lam the Nao...(J053) - both are too long.
- New Hmong materials for - general tobacco education, SHS, smoke-free homes (recommends translating "Please Don't Smoke in My House" to Hmong). Likes "My Father Protects Me" brochure (J495) but wants versions in Vietnamese, Hmong (says image would work for both).

3. Other underserved populations

Respondents across data collection activities also raised specific population groups for which they would like to see more materials be made available.

Youth/ young adults

- Messages to youth such as "Life is sweet without tobacco." We need more artsy, current images (photos and graphics).
- Need new t-shirts that are youth friendly, multi-ethnic.
- Need more updated materials for young adults and teens - few people in the field have their fingers on the pulse of what's going on with young people.
- Videos/materials that talk about the social marketing of tobacco at a literacy level that teens/youth can understand.
- Information on SNUS - new smokeless tobacco product that is targeted to current smokers, a new fad with young people.
- Teen cessation items for all teens- not just LGBT youth or targeting a priority population- just info for all teens.
- Something on Black and Milds!!!! Tobacco/Marijuana connection Some really good video/DVD for young adults.
- More promotion and incentive items for youth at a reasonable cost.
- More blunt materials, social smoking materials for college-age students.
- Cessation materials, culturally specific for young adults on danger of tobacco use.

LGBT

- More LGBT cessation materials. Secondhand smoke advocacy: brochure, posters, outreach materials and giveaways to promote general awareness.
- More diversity within materials. Transgender population materials related to unique health issues.
- More LGBT tobacco information. Also for LGBT Youth. The LGBT pamphlets are very outdated. They still say "Les-bi-gay". This is no longer a respectful term. Information on tobacco use for people in drug treatment.

Native Americans

- More items with Native American images and graphics (such as basket designs) and using "commercial tobacco" instead of "tobacco" on signs and in taglines/messages. Many current catalog items would be great if they were modified this way including: Preserve the Beauty of our beaches

cards (and adding images of rivers); Impotent Cowboy postcard (says this message really resonates in this community but recommends using native American warrior image - but no head bonnet.)

- Needs current video for Native American youth with more current content and images/people; Need for anti-smoking messages in easy to understand format (similar to "I don't Smoke" youth cards J651 but with images relevant to Native American youth).

Other

- Materials for women that are visually strong (materials that are not about pre-natal information). Wants a simple keychain, something simple, pretty with a short message.
- Cessation materials for military
- We're missing stuff for people who are blind, there are no audio materials or materials for visually impaired like the larger prints. And as we go into subsidized housing, we run into a larger group of those individuals, and also senior housing.

4. Topic-specific gaps

Through previous needs assessment surveys, respondents also pointed out several topic areas where they felt more materials would be needed.

Upcoming campaigns identified by TCS

- Casinos
- Tobacco free pharmacies
- Sampling

Hookah

- More materials on hookah and blunts.
- Anything on hookah
- Info on hookah More signs for use by smoke-free jurisdictions
- Hookah information, anti-hookah promotional items
- More information on alternative tobacco, specifically hookah.

Multi-unit housing

- Benefits of smoke-free outdoor common areas in apartment complexes
- DVD/Videos focuses on Multi-Unit housing
- I would like to see more items regarding Smoke Free housing, and outdoor smoke free venues.
- Information for apartment owners/managers and tenants
- Outdoor tobacco smoke in MUHs

Outdoor areas: dining, parks, playgrounds, beaches

- We need a sign that says no smoking in outdoor dining. We have the symbols, but it would be nice to have a sign. We need a sign that says Smoking in common areas is prohibited.
- I would like to see more items for smoke free patios for restaurants. We need some high end items to help with restaurants down here in Orange County.
- We were looking for something to leave behind at restaurants (with the bill) saying our experience would have been better if the outdoor seating area had been smoke-free. We couldn't find anything like that.
- Outdoor secondhand smoke.
- Smoke free outdoor areas (parks, colleges, community events, etc)
- Outdoor signage for smoke-free playgrounds
- Outdoor areas: parks, tot-lots, recreation areas, bus stops, doorways, etc.
- Outdoor venues attracting young adults

- School campus & campus community activities
- Outdoor workplace
- Beaches

Materials containing generic information

- Wants brochure on the tobacco industry that is general on how they target various populations (similar to Journey works brochure: 5 ways the tobacco company tricks you, and TALC's 10 ways to keep tobacco out of your community).
- Cross-topic information. Taking on tobacco along with other health issues: tobacco and obesity, diabetes, AIDS, etc. (look at the publisher Channing Bete for examples)
- Nutrition and Obesity issues (fear of gaining weight with cessation).
- Stress issues (how they contribute to smoking).

5. Professional resources

The first four “needs” or “gaps” discussed thus far pertain more to materials for the general public. Another big area of need raised by respondents is the lack of certain topical resources for professionals working in the tobacco control field.

Youth

- More for youth advocates: guides for working with youth, research and surveys on current trends. Videos are a great format for them; current videos are too old and out of touch.

Retail licensing

- Retail licensing is going to be huge this year too – we need current materials for people doing licensing now so that they can train their youth. I just watched the video “Teens Taking Action” and it talks a lot about self service displays and vending machines, and that’s really outdated. We have a bunch of LLAs that are now doing licensing and they’re going to need some help. Materials related to youth.
- I feel there should be more educational toys and fun items for Tobacco Retail Licensing as this topic is at its peak in the state of California right now.
- Merchant education, merchant promotional items to replace tobacco company sponsored items including: change holder, carrying basket, etc.

Curricula, toolkits

- Evidence-based curricula related to pregnancy and cessation. Several people are working on pregnancy and cessation and there are a lot of curricula out there, but we don’t actually carry these evidence based curriculum that are used in the country. Sometimes we start talking to people and we get the feeling they’re putting something together home-grown and it’s a little scary. There are so many pregnancy cessation curricula out there that are really good and if we had these in the catalog, then people would just purchase them.
- Resources like kits for apartment owners and managers and tenants. The more materials that are created the more the perception is that this issue has come to the front burner and it has. We need materials that encourage owners and tenants to work together to make their units smoke-free. Also smoke-free tribal casinos, smoke-free outdoor areas and doorways and really all aspects of secondhand smoke.
- Sees a need for advocacy books/toolkits that could be used by Native American adult and youth to promote smoke free businesses in American Indian communities. Based on the idea of "self-empowerment"

Capacity and coalition building for projects

- Materials to support community organizing and coalition building (how to do guidelines, potential barriers, developing leaders in the coalition, etc.); working with city councils/boards on policy development.
- There aren't a whole lot of resources in the catalog for coalition building. A lot of projects are very interested in that and we don't have a great deal of that. And if it is in the catalog, I think it would also be great for projects in other states to get their hands on. And any other type of capacity building resources would be helpful.

We see such "left-footed" coalition activities, for example, I'm going to put an ad in the newspaper, and that's not how you recruit members to a coalition. It's person-to-person relationship building.

- Focus group respondent

Additional resources for online catalog

(i) Fact sheets

- Offering one-page fact sheets at least on the online website – we should have free downloadable pdfs. The fact sheets should be constantly updated. It shouldn't be an expensive, permanent thing; it's something that's floating. As the sampling knowledge changes, information can be adjusted.
- Set up some kind of process or protocol for content quality control and review: There needs to be quality control over the fact sheets, and they should be regularly examined every 6-9 months.
- Projects could self-nominate their fact sheets and they would go through the material review committee. Or maybe it's creating a list of reviewers by topic, e.g. fact sheets on MUH – it would go to 15 designated reviewers before it goes to the MRC.

(ii) PowerPoint presentation

- Catalog PowerPoint presentations, have a call for them from TCS-funded projects, review and rank them and then have them available for others to use and adapt.
- Wants something [a presentation] similar to "Successes from the field" that TCS created for a conference - that could be used at other events.
- There is also need for assistance in creating more individualized products that will be useful to the field for presentations (photo boards, posters. etc). For example, if we wanted to prepare for a presentation two months from now and we needed some materials created for that presentation to a city council or group.

6. Other needs, suggestions for specific formats

Respondents also discussed a variety of other needs. Underlying the development or updating of material, one respondent reminded that *visual impact* was also a vital factor.

If we want to get people pulled in, they [materials] have to be bright and colorful and have good information. So it's easy to follow, easy to get the information but still be engaging so people want to pick it up, people want to look at it.

- Focus group respondent

Voluntary policies

- Lack of materials on voluntary policies, e.g. doorway policies in terms of signage. One respondent wanted one that was more professional, the sticker kind that we have on the glass doors, one that doesn't have any policies on it, something very simple and professional looking decals. One that doesn't have the 'no smoking' logo. There's probably a variety of things that can be done in helping people to enforce voluntary policies.

Signs

- General no smoking signs that are weather-proof, possibly in ground signs with general "No Smoking Area" message - all in English/Spanish.
- Signs that say "We are 100% smoke-free facility."
- Parks signs/ tot lot signs.

Customization

- More metal/outdoor signs with customizable text options (that could include local ordinance and enforcement info).
- Customizable entryway signs (so specific distances, ordinances could be referenced)

Media

- Would like to see the media campaign's "tobacco smokes people" billboard again or in other formats.
- Loop of commercials/PSAs
- Copies of the ads CDHS runs in a loop...or some other series of quick attention grabbers that people could put on loop in a college waiting room or a military health/wellness clinic.

More low-cost promotional items

- More key chains- maybe with a variety of messages available including: "I'm trying to quit." "I'm an advocate in my community" "Smoke-free is the way."
- Smoking in cars: bumper stickers, car mugs.
- Smoking in cars: need window clings, license plate covers with "proud to be smoke-free" message.
- Environmentally friendly promotional items such as "green" re-usable shopping bags, bio-degradable writing pens.
- Outreach incentive and promotional items to promote no smoking at events. We could use things like quit kits, grade school give-aways, cessation aids, more things that are fun for kids to promote a smoke-free life-style.
- Updated T-shirts
- Small, inexpensive give-aways for kids under 7. Both Spanish and English. One idea for really inexpensive option is a stamp with a smoke free kid-friendly message that projects could buy then use their own washable ink.
- I would like more cheap promotional materials to pass out to kids at fairs, etc. I like your stickers, etc.

Section 2: Outdated items

Prior to each annual catalog production, TECC conducts an internal review of their inventory and generates a list of items that have not sold throughout the year. Those items are usually advertised as “blowout specials” and are removed from the next catalog.

In addition to conducting their internal review, TECC also requested survey respondents, focus group participants and key informant interviewees to share what other specific items they felt were outdated. In the interest of time and making sure projects are using updated materials as much as possible, one focus group respondent suggested looking at materials that are popular and selling well, and making sure those items are current and updated.

Videos

How useful are videos these days? How utilized are they in terms of cost production and distribution?

- Focus group respondent

For the most part, you may want to look at all of the videos and check to make sure they are not so out of date that youth are actually repelled by them.

- MD needs assessment survey

- ▶ Review all videos for content relevancy to current needs
- ▶ Many of the videos are from the early 1990's, especially the ones targeted for young people. They are way too outdated to be effective.
- ▶ Items # J292, #J289, #J254
- ▶ Newer videos on DVD
- ▶ Outdated Videos - Tobacco: a Gift of Choice and Tobacco: Use or Abuse. Created in 1991/1993 the people in them seem dated and silly to current Native American youth.
- ▶ Needs updating: Hidden War and Fighting Back videos.

Outdated graphics

Some of the real-life pictures on the brochures seem outdated; I'm afraid recipients of the brochures will feel unconnected.

- MD needs assessment survey

- ▶ Review graphics on brochures and materials; update graphics as they become out-dated
- ▶ Many Spanish language materials seem old fashioned, dated images. In some cases the dialect is not current such as: Rompa con al Viseo (J060).
- ▶ Sponsorship is one thing you want to keep current – because of the way it looks, e.g. Hollywood poster.
- ▶ “Are you breathing secondhand smoke?” postcard - needs redesign with better graphics
- ▶ J396 brochure (Usted No Es La Unica Persona...) - needs new graphics.

Outdated messages

- ▶ "Smoking Sucks" logo - The T-shirts and other promotional items that contain the word "sucks."
Many schools in our area don't allow youth to wear articles with this type of language
- ▶ "Don't Smoke" messages

Updating information and statistics

- ▶ Youth media network curriculum needs to be updated
- ▶ Helpline booklets are too wordy
- ▶ "Smoking and Your Baby" (J153-J156) brochures are not being used, need an update

Cultural relevancy

- ▶ Smoke signals – 12 different languages – I don't think the message resonates in all the languages
- ▶ Some of the American Indian designs such as the door hangers.

Items that need to be removed

- ▶ Pulp Fiction poster
- ▶ Teens Say "No" to Tobacco Use on TV - postcard
- ▶ Too Smart To Smoke #J341-Old Approach
- ▶ Teens Say "No" to tobacco use on TV #J356-Simplistic
- ▶ Tabaco Mata y Da Lata #J558-Not on target
- ▶ It Does More Than Stink #J622-Too Dramatic
- ▶ Dying to Smoke #J698-Cover message unclear-Not a contemporary message
- ▶ La Mujer brochure - outdated.
- ▶ J558 (Tobacco Mata Y De Lata) poster - no longer popular
- ▶ Between Us booklet - not effective
- ▶ Cigar Aphixianado t-shirt - doesn't think the message is clear or attractive
- ▶ Skull t-shirt - doesn't like the skull and negative message
- ▶ Crocodile poster (3 out of 5) - outdated, confusing.

Section 3: Catalog Organization

While all of the respondents in the MD needs assessment survey found it either “easy” (67%) or “extremely easy” (33%) to find materials in the print catalog, some offered suggestions to further improve the organization of future catalogs. In any re-organization, one respondent cautioned, it would also be prudent to *pilot-test the final product* with the actual target audience and get their feedback as to what would really work for them.

The following were suggestions that respondents indicated were of a higher, more immediate priority:

- ✓ Divide materials for general public and resources for professionals into distinct sections within the catalog
- ✓ For all materials, include year that material was produced and/or updated/ revised (one suggestion was to include the year produced in the actual item number for easy reference)
- ✓ Create new section within index for low-literacy materials
- ✓ Continue providing multiple indexes, but with the addition of symbols so the consumer can easily identify the target audience(s) of the material with one quick glance (e.g. available in multi-languages, low-literacy)
- ✓ Cross-referencing of topic areas within population groups (currently unclear what topic area is covered with just the title of the material)

The following were suggestions that respondents would like TECC to consider:

- ✓ Re-evaluate the cultural relevancy of materials listed under the umbrella racial grouping of “Asian/ Pacific Islanders” – further breakdown into more specific ethnic groupings
- ✓ Change the cover page design – something else away from the State logo
- ✓ Consider having a manual that explains how the catalog can be used, something that can be handed out
- ✓ Pricing – getting a price break when placing bulk orders
- ✓ Discussion stage to incorporate items on AT-Gear website into TECC online catalog
- ✓ Referencing the original developer of the material within the catalog
- ✓ Consider changing the actual reference symbol – not use J...!

Online catalog organization

Respondents were generally positive when asked about the organization of the online catalog. A couple of suggestions were also expressed:

- ✓ Track keywords that consumers are inputting and whether the keywords are generating the relevant outcomes. Increase keywords/ coding for each material so that chances of finding the material is increased. For e.g., typing doorway instead of entryway.
- ✓ Include search option for "priority pops"; wants "select all" option for Asian.
- ✓ User reviews – a short blurb on what consumers used the material for might help stimulate others' interest
- ✓ User ratings

Section 4: Closing the Gaps

In participating with their suggestions for new improvements to future catalogs, respondents were not unaware of the realities of conflicting priorities, including taking factors like staffing, cost and time into consideration.

What gaps should be closed - Priorities

The top two priorities repeatedly articulated were the need for more low literacy materials and Spanish materials.

Another consideration is meeting the field's needs in the coming year, especially in relation to materials needed for upcoming campaigns and tools for projects embarking on coalition building.

How to close the gaps

One of the more immediate challenges recognized by respondents was the *decreasing number of new or updated materials in the field.*

Not many projects plan to be developing materials this coming year. If that's the case, there's going to be fewer and fewer to look at and choose from in the years ahead.

- Focus group respondent

Some suggestions in response to this challenge included:

- Enlist funded projects for their help with translations and in obtaining focus group respondents
- Consider organizing an art contest as a way to get new art and involve community in development
- Identifying materials that projects have updated or revised but were not submitted in a material development form. These materials may not have the full extent of the focus group testing but TECC may still want to consider adapting them for the catalog.
- Expend energy on acquisition of materials that are already well recognized for their quality and effectiveness. These materials could cover basic information on various topics. In areas where California is ahead of the curve, like casinos, more energy should be spent on primary research and development work.
- Not limiting search of materials to within the tobacco field. For e.g., looking outside of the tobacco field for information on methods used by other fields, such as the "how-to's" of coalition building.
- Have a place on the website where people can submit suggestions for materials. For e.g., as TCS staff members interact frequently with other states, there can be some sort of mechanism for TCS staff to submit suggestions for out-of-state materials to be included within the catalog, either with an email reminder or an occasional survey.
- Localizing what other states have created and applying information to California, for e.g., good cessation motivation brochures or curriculum.
- Re-using professional ready-made graphics from previous posters.

Looking beyond the gaps

Beyond closing the gaps, respondents also offered suggestions as to how TECC could stay relevant in an increasingly digital world. These suggestions focused around diversifying the existing distribution channels and formats of catalog materials.

- Have videos or DVDs (e.g. on licensing) be downloadable items accessible from the public library system
- Looking to the future in terms of formats (outside of print materials), e.g. Podcasts, purchasing and disseminating books in pdf format

Continuous cycle of feedback and adjustments

Revising the catalog has never been considered a one-time effort. This report documents the process of continuous feedback and improvement that TECC foresees will endure for as long as the catalog is in production. As such, data collection activities similar to the ones contributing towards the report will be an annual occurrence. Regular strategic planning sessions with TCS staff and the material review committee members could also be considered outside of the annual feedback cycle.

Table 1: List of Key Informant Interviewees

Name of respondent	Agency/ Project	Priority Population(s) served	Length of time in field of tobacco control
1. Denice Dennis	Contra Costa County - Tobacco Prevention and Wellness	General low SES, communities of color	13 years
2. Dian Kiser	CCAP/Respect	Low SES	23 years
3. Girma Gobezie	Smoke-free for all San Diegans	Low SES	13 years
4. Gordon Sloss	CYAN	Military, youth	14 years
5. Jennifer Broussard	Sutter County Health	Hispanics, low SES	1.5 years
6. Julie Dustin	Breathe (in Santa Cruz)	Hispanic, women	3 years
7. Lee Staub	Tri-City Health/Just for Us	LGBT	9 months
8. Lou Moerner	Northern California Indian Development Council	Native Americans	4 years
9. Rachel Rollins	Tobacco Control for low SES	Low SES, Hispanic/Latino	6 months
10. Rosa Barahona	Hispanic/Latino Education Partnership	H/L, Low SES, youth, seniors	7 years
11. Roxanne Bautista	APIAHF Asian & Pacific Islander Americans Forum	A/PI, limited English proficient (LEP)	7 years
12. Twlia Laster	African American Tobacco Education Partnership, CBHN	African Americans	10 years

Table 2: List of Staff at TCS Focus Group

Name of staff	Unit	Length of time in field of tobacco control
1. April Roeseler	Director	17 years
2. Caroline Kurtz	Evaluation Unit	2 years
3. Christie Richter	Local Programs Unit	1 month
4. Colleen Stevens	Media Unit	17 years
5. Cynthia Hutchison	Local Programs Unit	3 months
6. Edna Fielden	Media Unit	2 years
7. Joanne Wellman-Benson	Local Programs Unit	7 years
8. John Francis	Local Programs Unit	5 years
9. Kelli Berliner	Local Programs Unit	13 years
10. Kendra Stoll	Library and Information Services Unit	5 months
11. Kiran Sibia	Library and Information Services Unit	1 month
12. Shirley Dellenback	Library and Information Services Unit	5 years
13. Tonia Hagaman	Local Programs Unit	9 years