

**Tobacco Education Clearinghouse of California (TECC)  
Material Development Needs Assessment 2007**

**INTRODUCTION**

In May 2007, the Tobacco Education Clearinghouse of California (TECC) conducted an online needs assessment of its material development (MD) services. The survey was posted online via Survey Monkey for three weeks. An email reminder was sent out mid-way during the period of survey. In all, 498 emails were sent to staff in funded agencies; 147 respondents participated in the survey and 53 respondents declined to complete the survey. The response rate for this survey, excluding those who declined, is 33%.

The key findings for the survey are presented below, followed by the detailed data tables.

**KEY FINDINGS**

**Project Type**

1. Respondents represented a diverse group of funded agencies. Just over half of the respondents were staff representing local lead agencies (52%); one-fifth (21%) were staff from competitive grantees, 8% were from staff from Priority Populations, and 7% were statewide.

**Material development activities in scope of work**

2. Half of the respondents indicated that they were aware of material development activities in their agency's scope of work for the coming year. However, multiple individuals from the same agency could have answered the question, and in some cases, their answers were in conflict. Nearly 40% of the respondents did not think there were material development activities in their agency's scope of work, and 13% of the respondents were not sure.

**Awareness and usage of TECC material development services**

3. Of 14 listed MD services, the top three that respondents were most aware of included material development resources (92% aware), information regarding TCS material development policies and procedures (90% aware) and search for existing materials to avoid duplication (86% aware). These three services were *also the top three MD services accessed* by respondents in the past year.
4. The top three MD services that were least known to respondents were translation assistance services (51% unaware), assistance in finding royalty free photos and graphics (51% unaware), and vendor referrals (49% unaware). Additionally, for most of the services listed, between 10% and 20% of the participants said they were aware of the service but not sure how it works.
5. Of those respondents who did not use any MD services in the past year, the majority indicated that it was because they were not involved in material development (33%) and another 15% did not feel that they needed assistance. Thirteen percent (17 respondents) said they were unaware of TECC's MD services, and another 2% (2 respondents) felt that MD services were hard to access or were inconvenient. Other responses specified by participants mainly indicated that they were new to the job or were not personally involved in material development.

**Identification of MD services and trainings for the coming year**

6. About 70%-80% of the respondents indicated at least low need for the varying types of material development services in the coming year; however, for most types, only about 20% of the respondents indicated high need. The top five MD services for which respondents identified as having either moderate or high need were 1) material development resources (74% indicated "moderate" or "high" need), 2) searching for existing materials to avoid duplication (70%), 3)

## ***TECC Material Development Needs Assessment***

testing and revising for reading level/ audience (62%), 4) adapting existing materials (59%), and 5) finding royalty free photos and graphics (58%).

7. At least 75% of the respondents indicated some level of need for MD trainings in the next year. The top four MD trainings that respondents identified as being in higher need of were 1) overview of TECC MD services (60% of respondents rated the training as “moderate” or “high need”), 2) creating low SES materials (59%) 3) identifying the needs of the intended audience (57%), and 4) creating low literacy materials (54%).

### **Material submission and review process**

8. Overall, respondents’ knowledge of the material submission and review process for catalog inclusion hovered between “a little knowledgeable” and “somewhat knowledgeable.” About a quarter of respondents indicated that they had no knowledge at all of either the material submission or review process. Respondents were slightly more knowledgeable about the material submission requirements (mean score of 2.47) than of the process for material review and inclusion in catalog (mean score of 2.31). This was based on a rating scale of 1 “have no knowledge at all” to 4 “highly knowledgeable.”
9. Suggestions on ways TECC could improve their material submission and review process included: 1) conducting a comprehensive review of all materials that are submitted, 2) suggesting changes to the OTIS form, if possible, 3) making the submission process less time consuming, 4) explain if TECC’s free services are comparable to outside vendors, 5) offering a training on the process for material submission and review, and 6) continue to publicize the availability of TECC’s support and services.

### **Comments on catalog (outdated items, gaps, and ease of finding materials)**

10. When asked if respondents felt there were outdated items that should be removed from the catalog and website, one-fifth (20%) of the respondents indicated ‘yes’ and went on to describe the items. In general, respondents specified that they would like to see more updated graphics and/or information and would like TECC to review the relevance of youth-related materials, T-shirts, and videos currently offered in the catalog.
11. Respondents were also asked to comment on gaps that exist in the current catalog. Topic areas that respondents specified they would like to see more of included multi-unit housing, hookah, and outdoor areas (dining, parks, playgrounds). Offering more affordable promotional items was another suggestion.
12. Additionally, respondents continued to highlight the need for more low-literacy and low SES materials. They also indicated that materials should be made available in more than just the English language; Spanish being the most commonly requested language.
13. Respondents were positive when asked if they found the print catalog to be user-friendly. One-third of respondents indicated that it was ‘extremely easy’ to find materials and another half of the respondents specified that it was ‘easy.’ None of the respondents reported that it was ‘difficult’ or ‘extremely difficult’ to find materials.

### **Comments and suggestions for TECC material development services team**

14. Respondents commented that more general awareness was needed on who the TECC staff were and types of services provided. This information should be made available in an easily accessible manner. Ways of keeping TECC “on the radar screen” included newsletters, facilitating a teleconference, conducting refresher workshops, and continuing with the recent PARTNER postings.

**TECC Material Development Needs Assessment**

15. Respondents also expressed satisfaction with various aspects of TECC MD services, including the promptness in response, quality of materials developed by TECC, and helpfulness of staff.

**DATA TABLES**

1. Do you have material development activities in your scope of work for the coming year? (n=147)

Response Option	# (%) of Respondents
Yes	73 (50%)
No	55 (37%)
Don't Know	19 (13%)

*Note: Data is reported by individual response, not by agency. More than one individual from the same agency could have responded to the survey. In some cases, answers from multiple individuals within the same agency were in conflict.*

**Note: After answering the first question ‘are material development activities in your scope of work,’ 18 respondents did not complete the rest of the survey. Therefore, the number of respondents for the following questions has been adjusted accordingly.**

Technical Assistance Services

2. Please rate your awareness/knowledge of each of the following FREE material development services offered by TECC.

	n	Not aware this service was available	Aware of service but not sure how this service works	Aware of service but have not used it in the past year	Aware of service and have used it in the past year
Information regarding TCS material development policies and procedures	126	9.5%	16.7%	40.5%	<b>33.3%</b>
Material development resources (tip sheets, samples, references, forms, etc.)	126	7.9%	8.7%	44.4%	<b>38.9%</b>
Vendor referrals (designers, translators, printers, etc.)	125	<b>49.2%</b>	17.5%	27.8%	5.6%
Needs assessment of intended audience	126	30.4%	23.2%	39.2%	7.2%
Search for existing materials to avoid duplication	125	13.5%	11.1%	38.9%	<b>36.5%</b>
Adapting existing materials	125	16.8%	16.0%	48.0%	19.2%
Developing message and format	125	24.0%	17.6%	49.6%	8.8%
Text editing and proofreading	124	37.6%	16.0%	36.8%	9.6%
Layout and design	126	37.1%	16.1%	39.5%	7.3%
Finding royalty free photos and graphics	125	<b>50.8%</b>	15.9%	27.0%	6.3%
Testing and revising for reading level/audience	125	38.4%	20.8%	36.8%	4.0%
Translation assistance	125	<b>51.2%</b>	14.4%	33.6%	.8%
Focus group/field testing	125	44.0%	12.0%	35.2%	8.8%
Obtaining copyright and model	125	47.2%	17.6%	30.4%	4.8%

**TECC Material Development Needs Assessment**

	n	Not aware this service was available	Aware of service but not sure how this service works	Aware of service but have not used it in the past year	Aware of service and have used it in the past year
releases					

*\*There were minimal differences between respondents who indicated they had material development activities in their scope of work compared to those who “weren’t sure” or indicated they did not have material development activities in their agency’s scope of work.*

3. If you **have not** used our services in the past year, why not? (n=127)

Response Options	# (%) Respondents
I have not developed materials in the past year	42 (33%)
I didn’t need any assistance	19 (15%)
I wasn’t aware of TECC’s material development services	17 (13%)
I didn’t have time	9 (7%)
The services were hard to access or inconvenient	2 (2%)
<i>Other:</i>	
<ul style="list-style-type: none"> <li>Budget limitations</li> </ul>	
<i>Local in-house support</i>	
<ul style="list-style-type: none"> <li>County of Orange has a Desktop Publishing Department that assist programs with development of materials</li> <li>We have people at the agency to do some of these items.</li> </ul>	
<i>Not personally involved or were now to job</i>	
<ul style="list-style-type: none"> <li>I am not directly involved in material development.</li> <li>I do not develop - I only track expenses</li> <li>I have transferred to another program</li> <li>I just started working in my position</li> <li>In charge of fiscal part</li> <li>New to this Job. Started working here in 2/07</li> <li>Not part of the process</li> <li>Someone else in the organization was doing this.</li> <li>Did not start in the TEP until September 2006</li> <li>I am still pretty new at TCEC -- the survey helps me see that there are a lot more services available than I was aware of.</li> <li>I changed my job to other health-related agency.</li> <li>I have been with Tobacco for less than one year</li> </ul>	
<i>Other</i>	
<ul style="list-style-type: none"> <li>I did contact TECC as directed, but the material was not reviewed. I was told to send *everything* so I sent a piece and it was not followed up.</li> <li>Partly time, but I am also not quite sure what exactly needed to be done. I have contacted TECC in the past to search existing resources, etc., was told that I didn’t always need to contact TECC.</li> <li>In many cases the services provided by TECC are not suitable for our needs.</li> <li>Sometimes it seemed unnecessary.</li> </ul>	

## ***TECC Material Development Needs Assessment***

- |   |
|---|
| <ul style="list-style-type: none"><li>• The materials development that we did was not in our Prop 99 SOW.</li></ul> |
|---|

4. If you *have* used our services in the past year, please indicate any ways we could improve them or make them more accessible?

### ***Clarification on TECC staff and services***

- You are great, I do think that one full session at the next TCS-required training would be in order, to showcase all of these and also a regular installment on Partners about each one of these services, how it works, etc. Perhaps this could be a monthly Partners feature or an email blast, like the Research Wire and Top 10.
- I have just a single contact person that I pester with any request -- it would be helpful to know who's who at TECC and who to approach about particular types of questions. This info may be available already, and I just am not aware.
- I would like to see a newsletter of some of the materials that have been developed and a story on the development process. How it helped. Personalized with pictures of the TECC personnel that helped with the process.
- More general awareness is needed on the services you provide
- Not sure, maybe making available exactly what you provide and how to access in an easy to access way/location - maybe that is available but I am unaware of it.
- The full scope of your services and turnaround time would be a good topic for a teleconference.
- The recent partner postings have been useful in being more aware of services offered. Continue to do that to keep TECC services "on the radar screen".

### ***Material development form and process***

- I appreciate the prompt service when I make a request. The Materials Development form is a bit confusing to me and/or I don't always meet the criteria and therefore cannot respond to a question.
- Making the process less tedious. Lots of work goes into being creative with these materials and then we are asked to do a whole process, which makes the motivation to create a little less. If we could just develop the material since we are working with the community we know what they are looking for.

### ***Response time***

- I love TECC so this isn't a complaint. I think at the time I sent the material for review (in response to a training I attended where we were encouraged to send material for review), folks were too busy. Also, perhaps it didn't seem that important to them. I can't remember exactly what I emailed to you, but if you want the reference & emails sent I can probably fish them out.
- Library response times could be improved, but the material review staff have been excellent with quick responses. Library resources and sample materials could be filed in an online searchable library that people could access more quickly and easily.

### ***Specific requests regarding materials***

- I have been happy with everything I have used. I would like to be able to order your colorful folders without the information in them. Things move so fast that materials get old fast.
- I received examples of tobacco retailer /merchant education materials in several languages. They were very helpful, but it would have been more convenient to view them electronically. I didn't inquire at the time if this was possible, but if it is, it would be great. Thanks!

### ***Suggestions/ Requests for more services/ materials***

## ***TECC Material Development Needs Assessment***

- Most contemporary project objectives are working on policy developing as an initiating step of project activities. Would TECC be able to provide needed information in creating potential policies? If the service were available at TECC, then we'd need to know how to get access to help from TECC. Over the past years, beside TALC, we have nowhere to turn for assistance in such cases.
- More materials in Spanish.
- Need more refresher workshops at TCS trainings
- Wider selection of items to choose from in various categories especially cessation.
- Please see Lisa Carver 510-713-6690

### ***Positive comments***

- All has been very supportive
- All of my dealings so far have been very helpful.
- All services and support have been great thus far!
- All the services has been very good
- Can't think of anything - service has always been very good and timely.
- Don't have any suggestions for improvement. My experiences with TECC have always been very positive.
- I always received materials promptly.
- I am fully satisfied with how you have provided our agency with technical assistance.
- I don't have any suggestions. I think it is great that samples are available online.
- I have been very satisfied with your services.
- I have had a really positive experience with accessibility which I relate directly to the openness/willingness of Doreen and Lisa to assist me at all stages.
- I have no suggestions everything was fine.
- I have placed one order for materials (incentive items) from the catalog. Everything went smoothly with the order, and I was happy with the quality of the actual items.
- My experience was very positive. I received information I requested, and then some. Thank you!
- NO IMPROVEMENT NEEDED
- No improvement needed. Materials developed by TECC are great.
- No suggestions, I am happy with TECC's services just the way they are.
- The materials I received were very helpful. No improvement needed. Thank you
- The services I have received from TECC have been great. It is hard to improve on perfection.
- The services I used were easy to find on the TECC website, which made them useful to me.
- The system works very well.
- We did send you our 'Quitters' Calendar' to see if it could be adapted for other programs and got a prompt, thoughtful response from you. You also encouraged us to proceed with our idea of producing a small pamphlet of quitters' success stories, which we may still do next FY if it fits in our budget. We love TECC! I just passed your catalog on with high praise to a local drug treatment program that has institutionalized brief intervention techniques with our training and ongoing technical assistance.
- I think TECC does a great job of letting people know the services they offer and how those services can benefit our projects.
- I think your services are great. Our program developed a couple of items in the past and your staff and the services offered were very helpful.
- I used the material search and it was extremely thorough and quick. Thanks!
- It's good the way it was. No change suggested.
- Your catalog is excellent, electronic services are top line. I do not have suggestions to make it better. The quality of services is very good.

**TECC Material Development Needs Assessment**

- Your services are already VERY accessible from my perspective and are always excellent. You do a great job of perusing Strategy Exchange to offer resources. Good to always remind LLAs & compets via PARTNERS and direct emailing and attending conferences.
- We have been using your educational materials to train our promotoras and now our promotoras are using it to educate our community. At the same time the promotoras have a focus group to find out if they wanted to create their own flyers and brochures. We are currently working on it; the TECC materials were a wonderful tool for promotoras to put this work together.

**Other**

- I have contacted your marketing dept. and made some suggestions for material development.
- They were good, the prices are high in the catalog compared to what you can get on line if you do it yourself with adaptations.
- We have contacted TECC for a couple small projects, but we do most of our development in house.

5. If you *do plan to develop materials* in the next year, please rate your level of need for the following material development services in this coming year.

<b>Material Development Services</b>	<b>No need</b>	<b>Low need</b>	<b>Mode rate need</b>	<b>High need</b>
Material development resources (tip sheets, samples, references, forms, etc.)	11%	15%	53%	21%
Search for existing materials to avoid duplication	15%	15%	33%	37%
Testing and revising for reading level/audience	15%	23%	47%	15%
Adapting existing materials	17%	24%	33%	26%
Finding royalty free photos and graphics	21%	21%	30%	28%
Needs assessment of intended audience	16%	30%	33%	21%
Layout and design	21%	29%	30%	21%
Developing message and format	21%	30%	29%	21%
Translation assistance	24%	23%	33%	20%
Information regarding TCS material development policies and procedures	21%	31%	31%	17%
Focus group/field testing	26%	30%	28%	16%
Text editing and proofreading	24%	37%	21%	18%
Obtaining copyright and model releases	27%	34%	18%	21%
Vendor referrals (designers, translators, printers, etc.)	26%	30%	29%	15%

*\*There were minimal differences between respondents who indicated they had material development activities in their scope of work compared to those who “weren’t sure” or indicated they did not have material development activities in their agency’s scope of work.*

**Training Services**

6. Please rate your level of need for the following material development specific trainings in this coming year.

<b>Material Development Trainings</b>	<b>No need</b>	<b>Low need</b>	<b>Mode rate need</b>	<b>High need</b>
Overview of TECC material development services	16%	24%	45%	15%
Creating low SES materials	14%	28%	30%	29%

## TECC Material Development Needs Assessment

Material Development Trainings	No need	Low need	Mode rate need	High need
How to identify the needs of the intended audience	16%	27%	42%	15%
Creating low literacy materials	15%	30%	31%	23%
Field/focus group testing	23%	27%	39%	11%
Design and layout	23%	30%	34%	12%
Overview of the TCS material development policies & procedures	26%	30%	29%	15%
Project planning (timelines, budgets)	26%	42%	23%	9%
Other:				
<ul style="list-style-type: none"> <li>• Copyright and model release</li> <li>• How about a training on social marketing as a way to develop materials</li> <li>• Translation for Russian speakers</li> <li>• Translating current materials into Spanish/other languages</li> </ul>				

*\*There were minimal differences between respondents who indicated they had material development activities in their scope of work compared to those who "weren't sure" or indicated they did not have material development activities in their agency's scope of work.*

### Material Submission and Review Process

7. How knowledgeable are you about the following?

	Material submission requirements (n=126)	Process of material review and inclusion in catalog (n=126)
Have no knowledge at all – '1'	22%	29%
A little knowledgeable – '2'	25%	23%
Somewhat knowledgeable – '3'	36%	35%
Highly knowledgeable – '4'	17%	13%
<b>Mean rating</b>	<b>2.47</b>	<b>2.31</b>

8. Please feel free to provide any other comments you may have about the material submission and review process.

### *Suggestions for improvements*

- Comprehensive review of materials needed: Before reviewing the materials submitted, please make sure that: - how the materials were developed - how the data were collected (if any; from which sources) - is the responsible person (person who works in the project and submits the materials) the real person who developed the materials or some other co-workers who did the works (i.e., developed materials) [the process of developing materials include many steps: initiate/development of idea, creation of format, use of computer to transform and complete the materials [that might include educational flyers, figures, charts, CDs, DVDs, etc., that is "From Start To Finish"). All the steps above will help facilitating the evaluation, review (in case of implementation of materials), and also guaranteeing the future grants or rewards go to the good grantees.
- Changes to OTIS form: Though TECC probably doesn't have much control over this... The OTIS form for material submission requires too much information. Most fields on my submitted materials don't have any answer to submit. One basic example is that I do my own graphic design work, and I have to show a date of when I consulted with a designer.
- Material submission process too time consuming: We have tried to submit some of our materials for the TECC catalog, but frankly the process is very time consuming and difficult to implement.

## ***TECC Material Development Needs Assessment***

Unfortunately, in the end we just gave up. We do use materials in the catalog. I was unaware of your translation services. I would very much like to see if we could get some of our materials translated into Russian.

- Clarification on TECC's quality of services: My project is developing materials for a Russian-speaking audience. We have field tested, translated, focus-grouped, etc on our own. I'm not sure that TECC staff would be knowledgeable about this specific population and be able to help. We also had already contracted with a designer. We are paying for professional design services, but they are available from TECC for free. Are the services from TECC the same quality as what we are paying for? If TECC offers these services for free, why would projects contract with outside professionals for services?
- Publicize TECC's services: How can we be more proactive and changing the "minds of TCS projects" that this process is to help materials that are developed to be the best it can be - that is what TECC staff is for - to assist projects in being successful at the TECC Review meetings! I honestly do not understand why people don't get this...maybe TECC can sponsor a quarterly link on PARTNERS with real material stuff that needs work....maybe make it a fun game? How about something like...."What's the key ingredient missing from this newly developed material? Just food for thought...the tag line for TECC should be ....ALWAYS CHECK WITH TECC! :)

### ***Training on material submission guidelines***

- I would really like to learn how to submit materials. If there is a step-by-step guideline available, I would really appreciate that!
- I'm knowledgeable about process up until the materials review committee meets, but not knowledgeable about the process that comes after that with TECC and TCS.
- It would nice if TECC could send an email to all LLA's with a How to? form on using TECC's services.

### ***No changes needed***

- Submission process has already been great.
- TECC is a resource that is invaluable to the projects. Lack of skill/knowledge on my part sometimes becomes a challenge for TECC.
- The process is extensive and for some projects it may make it more difficult, challenging, or even overwhelming.
- The submission is very easy and the review process has gotten better. I think that all of the parties involved in the review process have done a great job.
- The TECC materials review process is intensive with input from diverse program staff.

### ***Other comments***

- My supervisor is the one who places orders and deals more with TECC related needs.
- I enjoy being a member of the MRC because I keep those principles in mind when I am creating materials.
- Have not had recent review. Not part of process.

## **Material Gaps and Catalog Organization**

9. In the past year, when you have ordered materials from our print catalog or through the website, have there been items you felt were too outdated or are no longer culturally appropriate and, as a result, have become ineffective?

<b>Response</b>	<b># (%) of Respondents (n=123)</b>
Yes	25 (20%)

**TECC Material Development Needs Assessment**

<b>Response</b>	<b># (%) of Respondents (n=123)</b>
No	57 (46%)
Don't exactly remember	25 (20%)
NA, I haven't ordered materials from the catalog	16 (13%)

10. If yes, please name or describe as many of the items as possible. Please also provide reasons if you feel these items should be removed from the catalog or discontinued.

***Youth-related materials***

- "I Quit" - youth stop smoking brochure Youth Media Advocacy binder
- The youth oriented materials seem dated, some of the graphics on the front of the brochures seem dated and/or not appropriate.
- We haven't ordered them this year, but have discontinued use of the Cigar Asphyxiondo and This Sucks t-shirts because we found that the skull image is appealing to some youth.
- J274 Brochure, Smoking is Sexy, Slimming, Social, Sophisticated...NOT Teens and young adults are generally not interested in brochures. They tell me that "...NOT" is no longer a popular saying among them. Very rarely have I had any of them pick this brochure up.

***T-shirts***

- Two issues: 1) We do not like many of the t-shirts anymore. They have been around for a long time. We order t-shirts from other vendors. (e.g. "I miss my lung, Bob"; "Mind if I Smoke? Care if I die"; "Bob, I've got Emphysema".) It would be nice to have t-shirts that young people like. 2) Posters. Some are not appropriate for our area, e.g. "Ahem...your butt is showing". The others are dittos of the t-shirts and don't work as well for the youth.
- Just rotate the promo items occasionally. Would be nice to get some new t-shirts, the Bob my lung and the retro t-shirt have been around forever.
- 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.

***Graphics/Information need to be updated***

- Some of the real-life pictures on the brochures seem outdated; I'm afraid recipients of the brochures will feel unconnected.
- The doves sign. Materials over 5 years old
- Brochure picture seems outdated such as "providing healthy options for tenants"
- Cover graphics need updating
- Don't recall. However I remember thinking some materials were not that eye catching. Also, there is a need for some waterproof No Smoking signs so that they could be posted outdoors at apartment locations.
- I use the outdoor folders and the tot lots folders. I throw out the materials - there are better newer data that I use, plus I put in items specific for the city I am working on. Colorful folders are great - the information inside is not.
- Many brochures have outdated information and photos not appealing to the public.
- Mostly just some updating. We need some new Get A CLUE publications. Yo yo needs updated. I haven't reviewed it closely for others.

***Videos***

- Item # J292: seems really out of date. #J289: also very out of date. #J254: out of date. 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.

## ***TECC Material Development Needs Assessment***

- 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. The Thangata video is excellent and should be considered a model for other videos. Some of the brochures need to have their pictures updated i.e. J093, J122, J263, J544. Other than those few items, everything seems to have been updated or removed it is not relevant any longer.
- The video's are all outdated, and should be removed. Times have changed, and the youth don't use the same type of tobacco products as they did ten years ago.

### ***Other items***

- Need better quality materials on Secondhand Smoke, particularly as it pertains to children.
- Pamphlets
- Resources regarding secondhand smoke inside
- Tobacco Industry Settlement Brand Name Sponsorship Restrictions, 10 Ways to Limit Tobacco Brochure, Me Muero Por Fumar Poster, Puff Fiction Poster, Get a Clue Booklet, Smoke Signals Brochure, If You're Having Problems with Family Members Brochure, Senales de Humo, Quitting Smoking Is Easier With Help Poster, Ready to Quit Smoking? Stand/Card Holder, ButtsOut Issue #1 Booklet, This Sucks T-shirt, Smoke-Free Cars Save Lives Commuter Mug, and Show You Care Static Decals.
- YO-YO, BEACH BALL, ALL OF THE SMOKING SUCKS AND TEAM O2 HATS

### ***TECC's responsibility***

- Well, I truly think that it is the responsibility of the TECC Review Committee to do this on an annual basis anyway - as part of the TECC Review meetings.
- The only comment I would have is to update all items from time to time. We go to many of the same events each year and it is always nice to give the same information, but with a different picture, color or some kind of change so they aren't aware it is the same message.
- I think many of the items that have been around for more than 5 years need to be reviewed or removed.

### ***Other comments***

- 1000 of things
- There are many outdated items in the catalogue.

11. We want to make sure the items in our catalog reflect the field's current needs. Are there any topic areas or formats that you feel are lacking in the catalog?

### ***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
- More information on hookahs and multi-unit housing.
- More information on Multi-Unit Housing
- Outdoor tobacco smoke in MUHs

### ***Promotional items***

- Cheap promotional items like pencils and updated stickers.

## ***TECC Material Development Needs Assessment***

- I recently went to the catalog to find basic brochures, in Spanish and English on SHS. I was shocked and appalled that none exist. Also, specific promo items for people who are quitting, pens, pencils, mugs, or water bottles with the 5 D's, etc.
- I would like more cheap promotional materials to pass out to kids at fairs, etc. I like your stickers, etc.
- Also some promo items to assist in a Tobacco and Hollywood campaign.
- 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?
- Need additional low-cost incentive items.
- Not at this moment unless it would be something to hook preteens with a brochure format or a promo item.

### ***Outdoor areas: dining, parks, playgrounds***

- 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

### ***Other suggestions***

- The Helpline needs some real help with their 800-nobutts posters in regards to content for Hispanics and size. No body has room for greater than 11X17.
- You might also want to catalog PowerPoint presentations, have a call for them for TCS-funded projects, review and rank them and then have them available for others to use and adapt.
- Blunts, a video on Hookahs, and a hip-hop anti-tobacco video.
- Chewing tobacco as a generation issue...not related to baseball or rodeo.
- Less expensive materials specifically for mental health consumers, although the guides (Decide & Take Control) work well with our mental health clients. Materials for women tobacco users older than child-bearing ages.
- 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.
- Merchant education: suggested coin holders with a No-Smoking message so that we could replace the tobacco coin holders at the stores. Also, as mentioned above, waterproof no smoking signs that could be posted at apartments.
- Military information. For example there is an Enough Snuff version specific to military personnel. More DVDs. Less VHS. 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. I've had many requests for the impotence cowboy to be in a cling or sticker. It's very appealing to military service members. More cessation materials in general would be great. Specifically materials that appeal to service members and their families. The cam child's t-shirt (about hiding from second hand smoke) is a big hit in military communities, however, they are a bit too costly to order many of. Is there anyway to lower the price or receive a bulk discount?

## ***TECC Material Development Needs Assessment***

- More information on environmental tobacco and on educating casinos on second hand smoke.
- Cessation
- More information to help adults quit smoking.
- Pets -- effect of secondhand smoke exposure
- Tobacco free pharmacies

### ***Tobacco Retail Licenses***

- Examples of actual Tobacco Retail Licenses that have been distributed to retailers, so that communities that have recently passed TRL have an example to show their city. Thanks!
- 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.

### ***Different languages***

- Russian: No smoking sign translated into Russian and available as magnets, stickers, signs, etc.
- API languages: There has been a lack of materials available for specific cultures in San Joaquin County (ex: in Cambodian, Hmong, Lao and Vietnamese languages).
- Materials in different languages. Many materials are available in Spanish, however, our target audience is Asian and Pacific Islander communities.
- Cessation support materials (brochures) for southeast Asian populations
- Spanish: Materials in other languages; Spanish
- Latino
- More low literacy Spanish materials regarding SHS. The Tobacco Biology and Politics (3rd Edition) Booklet in Spanish would be excellent. More Spanish promotional items. A need for "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. Right now we cut them off with a paper cutter.
- Spanish easy to read materials.
- Spanish language material in general, but especially around outdoor secondhand smoke.
- Your materials help a lot but we would like to have more information in Spanish. Thank you.
- Yes, We are located near the border with Mexico and most of the people here speak, read and write Spanish so we are in need of more Spanish brochures, pamphlets etc.
- More that are culturally appropriate.

### ***Specific populations (Low SES, African American, LGBT)***

- More African-American materials - please.....
- More for Latino teens.
- More LGBT specific materials
- 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.
- GLBT Materials. GLBT Second Hand smoke Materials
- Transgender people and smoking
- Need additional low-literacy materials on chew.
- We could use more low SES materials on Outdoor SHS and tobacco sponsorship.
- I feel that Low SES materials are a big gap. In general, I feel that we need more materials that are new and effective.
- There is very little for Low SES population.

**TECC Material Development Needs Assessment**

- More Low SES materials
- Low SES appropriate materials in Spanish
- Low SES, low literacy, smoke-free housing, youth access, and free sampling.
- materials for military population, low SES, information about hookah, young adult friend cessation materials

12. How easy is it to find materials in our **print** catalog? (1- extremely difficult; 2 – difficult; 3 – easy; 4 – extremely easy; NA, I order through the website; NA I don't order materials)

N=123

<b>Response</b>	<b># (%) of Respondents</b>
Easy	66 (54%)
Extremely easy	40 (33%)
Difficult	--
Extremely difficult	--
NA, I order through the website	8 (7%)
NA, I do not order materials	9 (7%)

13. Do you have any suggestions for new sections and/or indexes to be included in the catalog? (e.g. materials for Health Educators, training materials, etc.)

**Suggestions for new sections**

- 1) Youth coalition outreach activity ideas, 2) Powerpoint presentations on all topics (could be easily downloadable via the TECC website) 3) An index to help people know which materials may apply to specific community partners. I might want materials that police find useful but not know where to start looking, so I could go to this index and look up police and see that the Stake ACT binders would be a good way to reach out to them. Other partners include Teachers, City Parks staff, Cultural Leaders, etc.
- A separate section for youth resources is important for many groups seeking materials. I would also like to see items dated as to the year they were first generated, so that users can get an idea of how old a publication is.
- Basic tobacco issues such as effects of tobacco on the body, things of that nature.
- Can you make sections in your catalog/online ordering service more distinct, as in sections for Educational Materials, Promotional Items, and Incentive Items, as broken down by work plan expenses?
- I'm not positive if there is a recruitment section; that might be helpful.
- Materials for Health Educators--reference materials.
- Maybe a small section on media campaigns (i.e., bus shelter ads, transit ads, etc)
- More information to help adults quit smoking.
- More self help quit materials for young adults--also in Spanish

**Other comments**

- I think your examples are good. Materials can be found by population (i.e., African American) but then also separate materials for general use (i.e., educational materials to distribute at events) vs. materials to be used for trainings (i.e., curriculum).
- Don't know training materials you presently offer.
- I think TECC has done a great job, as usual.

**14. Project Type**

N=121

<b>Project Type</b>	<b># (%) Respondents</b>
Local Lead Agency	63 (52%)
Competitive Grantee	26 (21%)
Priority Populations Planning Grantee	10 (8%)
Statewide	8 (7%)
Partnership	4 (3%)
Other (n=10)	
<ul style="list-style-type: none"> <li>• Not part of the process</li> <li>• primary grantee (MSA funds)</li> <li>• Applicant</li> <li>• Evaluator of PPP grantee</li> <li>• Tobacco Control (County of San Diego)</li> <li>• TCEC</li> <li>• California Smokers' Helpline</li> <li>• Evaluator</li> <li>• Ad agency</li> <li>• Eval consultant</li> </ul>	

Any final comments

***Positive comments***

- I have always been happy with the service from TECC. When I have borrowed materials, they have arrived promptly and the people that work at TECC are very helpful and will go above and beyond.
- I have always been pleased with the resources available from TECC. In some cases it would be nice to be able to download a PDF of some of the printed materials on the spot. (If possible.)
- I have been happy with the items I have gotten from you.
- I learned a lot about TECC's services through this survey! Will seek out more.
- I look forward to working with the staff at TECC during the next year.
- I really like the quick response from TECC in assisting our project.
- I very much appreciate TECC's availability, responsiveness, and quality of work.
- Keep up the good work!
- Materials are good, staff are great. TECC does a good job.
- My experiences with TECC have been positive and helpful. Thanks!
- TECC is an excellent resource
- TECC's service is wonderful!! I know I can depend on you for a quick turnaround time.
- Thank you
- Thank you - I think TECC is a great resource, and we always refer our subcontracted community agencies to your resources!
- Thanks for your wonderful work!
- Thanks for all the hard you do! We all really appreciate it!
- Thanks for asking for our feedback!
- Thanks for offering your vast resources to programs in the field, who operate on low budgets and with no graphic artists on staff.
- Thanks for the opportunity to provide feedback and speaking on behalf of my program, we look forward to working with you in the future.

### ***TECC Material Development Needs Assessment***

- This survey has increased my knowledge about the range of services that TECC offers. Thank you for the excellent work you do!
- We have always had positive experiences with your department.
- We like ordering from TECC. keep stuff cheap, we have had the same allocation for 17 years
- We think the world of TECC, and simply taking this survey has made me much more aware of your material development resources. Thanks. If I already have my T-shirt picked out, does that mean I get one? ;-)
- You all are doing great work!! Thanks.
- You are doing a great job!
- You do a great job and are always very helpful!
- You do a great job!
- Your staff is excellent and very knowledgeable.
- Would be glad to participate, as I've done in the past when included in the process.

### ***Other comments***

- Besides tobacco, Do you have substance abuse or mental health related materials, in Vietnamese?
- Does TECC really have the full capacity to do translation - especially in Spanish and the three main API languages? Does staff represent and reflect this language capacity? Just food for thought...keep up the great job! - SW
- I will contact you soon because I am confused about what exactly needs to go through TECC and what process I must follow for each material that I develop. I have submitted MIFs before, but not recently.
- Please let me know if there is anything I can do to assist in obtaining more military specific materials. Whenever I've approached the issue with Doreen and Lisa, they have been very helpful and responsive.
- There should be a simpler way for folks to share materials with TECC without going through the entire process. While those materials would not be ready for mass distribution, they may provide a good creative starting point for another project that may have more time and resources to complete the job. The way the current material intake/submission process is set up, is often discouraging for local staff to share their materials.