

TECC Resource Library Services Satisfaction Survey
April 2007
Summary of Results (n=73, 61% response rate)

In April 2007, Tobacco Education Clearinghouse of California (TECC) conducted an online satisfaction survey on its Resource Library (RL) services. The survey was posted online via Survey Monkey for three weeks. In all, 120 funded projects were invited to participate in the survey. Two email reminders were sent out and a PARTNERS announcement was also posted in the last week of the survey to increase the overall participation rate. A total of 73 responses were received, resulting in an approximate response rate of 61%.

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

Key Findings

Respondents' Project Types

1. Half of the respondents were from local lead agencies, about one-third represented competitive grantees, 10% were statewide projects and 3% were from priority partnerships.

Awareness and usefulness of Library Services

2. The majority of respondents (80% and above) were aware of the various Resource Library services. Among direct assistance services, respondents were least aware of the online circulation catalog (18% were not aware) and among proactive services, respondents were least aware of *Research Wire* (10% were not aware).
3. Reference services were selected by respondents as the most useful, followed by circulation services. On a scale of 1(not useful at all) to 5 (very useful), respondents rated reference services an average of 4.71 and circulation services an average of 4.45.
4. Respondents also indicated that using PARTNERS to broadcast current awareness and/or resources was an effective method, with 71% indicating that the service was "very useful." The majority of respondents also found *Research Wire* and *Top 10 Lists* to be very useful; with *Research Wire* being rated slightly higher than *Top 10 Lists*.

Satisfaction with RL services

5. Of the total respondents, the vast majority (88%) had used RL services in the past year. Nine (12%) respondents indicated that they had not used RL services in the past year. Of the seven respondents who provided reasons for not using RL services, three indicated they were "unsure of what services RL offers," and two indicated they "did not need RL services."
6. Respondents expressed a high level of satisfaction with RL service delivery. Over three-quarters of respondents said they were "very satisfied" with all facets of service delivery. The top two areas respondents were most satisfied with were the staff's *helpfulness* and *availability*.

Utilization and Impact of RL services

7. The top three ways respondents indicate utilizing RL services were 1) general research on a specific topic (73%), 2) information used for a presentation (58%) and 3) information used to develop new materials (56%).

8. The top three impacts RL services have had on agencies were 1) decreased time spent on research (78%), 2) increased staff knowledge on current tobacco-related research (73%) and 3) ensured up-to-date statistics and data are always available to key stakeholders (52%)

Areas needing increased resources

9. The top three topic areas where respondents indicated they would like to see more resources were 1) Eliminating Secondhand Smoke Exposure (54%), 2) Counter Pro-Tobacco Influences (50%) and 3) Cessation (44%). Approximately one-third of respondents who selected the topic areas did not specify a subtopic or population group.
10. Respondents who selected the topic area “Eliminating SHS Exposure” would like to see more Spanish materials for Hispanics/ Latinos, and more materials catering to the low SES/ low literacy audience.
11. Respondents who selected the topic areas “Counter Pro-Tobacco Influences” and/or “Cessation” would like to see more materials for youth/ young adults, as well as more Spanish materials for Hispanics/ Latinos.

Comments by Respondents

12. Overall, respondents were very positive in their assessment of RL services, especially with the staff members. Respondents praised the staff for being helpful and in being able to anticipate agencies’ needs before the agency requests for assistance. Respondents were also impressed with the short turnaround time it took for their requests to be met.
13. Suggestions for the Resource Library included looking at out-of-state resources, more bilingual information, low-literacy or recyclable materials, and starting a TECC RL traveling van. Specific titles that respondents would like to see included in the RL were also listed by respondents (section following Table 3).
14. Several respondents would like to see TECC increase its visibility and market its services more aggressively. A couple of respondents were not aware of some RL services such as the *Research Wire* or its online circulation catalogue.

DATA TABLES

Table 1: Respondents’ Project Type

Primary Project Type	Number (%) of Respondents (n=70)
Competitive Grantee	22 (30%)
Local Lead Agency	37 (51%)
Statewide Project	7 (10%)
Priority Partnerships	2 (3%)
Other:	
<ul style="list-style-type: none"> • 3 grants: Competitive TCS, LLA and MSA • Agency 	

* Three respondents did not indicate their project types.

Table 2a: Awareness of TECC Library services

Direct assistance and self-service	Not aware of this service
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Direct assistance and self-service	Not aware of this service	
Reference services	7%	
Circulation	12%	
TECC website	7%	
Online Circulation Catalog	18%	
Proactive services	Not aware of this service	Never opened the email
<i>Top 10 (or so!)</i> Lists	8%	4%
<i>Research Wire</i>	10%	4%
PARTNERS postings	1%	1%

Table 2b: Usefulness of TECC Library services

Direct assistance and self-service	n	Mean	1 (not useful at all)	2	3	4	5 (very useful)
Reference services	68	4.71	--	3%	3%	15%	79%
Circulation	62	4.45	2%	3%	11%	16%	68%
TECC website	68	4.40	--	--	13%	34%	53%
Online Circulation Catalog	59	4.32	--	--	15%	37%	48%
Proactive services	n	Mean	1 (not useful at all)	2	3	4	5 (very useful)
<i>Top 10 (or so!)</i> Lists	62	4.26	3%	3%	13%	26%	55%
<i>Research Wire</i>	62	4.40	--	5%	11%	23%	61%
PARTNERS postings	70	4.61	--	1%	7%	20%	71%

Respondents' feedback on topics areas where they would like to see more resources

Respondents were asked if they felt the TECC Resource Library needed to expand its current collection. *One-third (34%) of the respondents felt that the library's current collection was sufficient and satisfactory.* Respondents who felt the collection needed to be expanded were invited to provide more feedback on the specific topic areas.

Table 3: Topic Areas where respondents would like to have more resources (n=48)

Topic Areas	Number (%) of Respondents	Subtopics/ Audience
Eliminating secondhand smoke exposure	26 (54%)	<ul style="list-style-type: none"> • All (10) • For tobacco control program staff • Casinos • County Officials, policy makers • Hispanic/ Latinos (3) • Spanish materials (2) • Hookah • Latest research on ETS

Tobacco Education Clearinghouse of California (TECC)

This material was made possible by funds received from the California Department of Health Services, under contract #05-45867.

Topic Areas	Number (%) of Respondents	Subtopics/ Audience
		<ul style="list-style-type: none"> • LGBT • Low Literacy • Low SES (2) • More on outdoors • New “Take It Outside” materials • Rural
Counter pro-tobacco influences	24 (50%)	<ul style="list-style-type: none"> • All (10) • African Americans • Staff • Hispanic/Latinos (3) • LGBT • Low SES, Low Literacy, Hispanic Sample CPTI curricula K- college • Spanish Materials • Tobacco merchants • What are the new and latest TI strategies • Young adults (4) • young adults (college, military, straight to work populations, etc)
Cessation	21 (44%)	<ul style="list-style-type: none"> • All (8) • Hispanic/Latinos • Latest research on methods • LGBT • Low SES and Hispanic/Latino • Military • Multi-attempt clients • Rural/chew pop • Spanish Materials (3) • young adults (military, college, straight to work populations, etc) • young adults, college population • Youth
Sale of tobacco products	19 (40%)	<ul style="list-style-type: none"> • All (11) • Tobacco control program staff • Enforcement videos • Hispanic Latino, Low SES, Low Literacy • Pharmacies • Retailer educational materials • Spanish Materials (2) • youth
Implementation/compliance with laws	17 (35%)	<ul style="list-style-type: none"> • All (10) • College policies • Enforcers – Sheriff, Police, Fire Chief • Public sector staff & elected officials • Nationally and globally • Rural Tobacco Retailers • Spanish Materials (2)
Program management/capacity building	11 (23%)	<ul style="list-style-type: none"> • All (10) • Cultural competent community coalitions
Community of Excellence	9 (19%)	<ul style="list-style-type: none"> • All (7)

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Topic Areas	Number (%) of Respondents	Subtopics/ Audience
Indicators		<ul style="list-style-type: none"> • Priority populations • Who else is doing this and how is it working
Community of Excellence Assets	8 (17%)	<ul style="list-style-type: none"> • All (6) • Priority populations • Who else is doing this and how is it working
Other	13 (27%)	<ul style="list-style-type: none"> • All (5) • Any young adult materials • Chewing tobacco prevention materials • Low SES/low-literacy info. • More LGBT • Revised blunt brochure • Smokeless tobacco • Spanish materials • Spit tobacco

Specific titles suggested by respondents

- Do you have national and global tobacco issues in separate collections?
- I most appreciate journal articles that are cutting edge research on tobacco issues. We do not have access to these locally or the resources to purchase access. TECC is invaluable to us in filling this large gap.
- I'm not sure there are any newer videos to conduct youth decoy operations, but I'd love to see one found or produced. I have received a 1994 San Jose Police video and 1997 SAMHSA training video 'Teens Taking Action' from your library.
- More DVDs and more Spanish-language videos
- More info on the link between breast cancer and secondhand smoke
- More titles on international tobacco issues
- Secrets Through the Smoke Tobacco Road- A Dead End
- TECC should always look for new items, I am always happy with what TECC has, but bigger in this case is better!

Table 4: Satisfaction with TECC Library services

	n ¹	Mean	1 (not satisfied at all)	2	3	4	5 (very satisfied)	Don't remember	Not applicable
Availability	64	4.83	--	--	3%	11%	86%		8%
Knowledge	62	4.71	--	--	3%	23%	74%	1%	8%
Helpfulness	58	4.84	--	--	3%	9%	88%	3%	12%
Timeliness	63	4.70	--	--	6%	18%	76%	1%	8%
Relevance	63	4.62	2%	--	5%	22%	71%	1%	8%
Overall satisfaction	60	4.83	--	--	2%	13%	85%	1%	8%

¹ Excludes respondents who answered "don't remember" or "not applicable."

Table 5: Ways Projects have Utilized RL Information/ Resources

Utilization of Information/ Resources	Number (%) of Respondents (n=64)
General research on a specific topic	47 (73%)

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Utilization of Information/ Resources	Number (%) of Respondents (n=64)
A presentation	37 (58%)
Information used to develop new materials	36 (56%)
Information used to update current materials	32 (50%)
Response to an outside request	25 (39%)
Information used for a grant	14 (22%)
Staff orientation/continuing education	14 (22%)
Other, please specify (6 respondents):	
<ul style="list-style-type: none"> • Actually, I just started using TECC because I'm a new employee • Culturally appropriate searches addressing Priority Populations. • Determine realistic tracking measures for program performance. • Develop training for local law enforcement. • Implementation of program activities. • Seeking information for proposed ordinances. Tobacco look-a-like candy-smokefree housing-outdoor dining. 	

* Excludes 9 respondents who did not access RL's services in the past year.

Table 6: How Accessing RL Information/ Resources have Impacted Projects' Work

Impact on Agency's Work	Number (%) of Respondents (n=64)
Decreased our time spent on research	50 (78%)
Increased staff knowledge on current tobacco-related research	47 (73%)
Ensured up-to-date statistics and data are always available to key stakeholders	33 (52%)
Increased our use of evidence-based research in program planning	28 (44%)
Other, please specify: (3 respondents)	
<ul style="list-style-type: none"> • It has helped us reduce the need for storage space which is critically limited in our department. We no longer have drawers and drawers of files of research. We just look to TECC to provide our data on an 'as needed' basis, with complete confidence that TECC has all the current info at their fingertips. This has never been the case with our paper files...it was always a challenge to find the right data! • Minimal impact • Very valuable in gathering info for grant application 	

* Excludes 9 respondents who did not access RL's services in the past year.

Table 7: Respondents' Reasons for not using RL services

Reasons for not using RL services	Number (%) of Respondents (n=7)
Unsure of what TECC Resource Library offers	3 (43%)
Didn't need any of the library services	2 (29%)
Didn't occur to us to access library services	1 (14%)

Reasons for not using RL services	Number (%) of Respondents (n=7)
Couldn't get hold of a TECC library staff	1 (14%)
Searched online and found my own materials	1 (14%)
No time/ too busy	0
Didn't think the TECC Resource Library would have the materials I needed	0
Used another agency's materials:	
<ul style="list-style-type: none"> I may have used the link from the Partners site... 	
Other:	
<ul style="list-style-type: none"> New to program, 1st time accessed 	

Consolidated Comments from Survey

Suggestions for Library services

- How about looking at what other states have created and seeing if they would be useful to us.
- More low literacy items for all priority populations!
- Need to have more bilingual information and No Smoking signs.
- Keep it simple; do not overwhelm us with information. In this survey, Never Used the Service should have been an option in question 1.
- Great materials catalogue, though, ordering invoices are sometimes a problem between ETR and TECC
- Provide materials that are able to be recycled so we do not continue to fill our landfills, e.g. incentives and promotional items. Also, offer incentives and promotional items with more of a positive message - not 'Butts are Gross or Butt Breath.' Maybe have messages that state 'Empower yourself be tobacco free,' 'Don't let big tobacco manipulate you, be tobacco free.'
- Help TCS with their search engine for the Partners website strategy exchange and topics so that there is an easy way to search for materials and strategies used....especially strategies shown to be effective.
- How about going mobile? A TECC traveling van would be fun...or have the librarians be able to come around and do 'site visits' to projects, for TA on our resource libraries and projects.

Need to increase awareness of Library services among projects

- I think that it's important to remind people all of the services you offer. For example, I never knew about the Research Wire until I read it on this survey today and went through the site to see what it was about.
- Services are great! But some other project folks don't seem aware of them. Maybe TECC or TCS could do more promo/marketing to make sure the word gets out...TECC needs higher visibility, recognition and appreciation!
- I have to become more aware of what you guys do.
- All information has been given over phone or email. I was unaware of online services.
- I have used TECC to order and obtain materials for our program but have not used the library due to not understanding what you had to offer. Please inform contractors what you have to offer.
- I somehow didn't realize there is an online search capability so perhaps a suggestion is to publicize that more.

Praise for Library services

General

- Even more useful is how TECC reads the strategy exchange pleas for information and lets people know what is available for loan. They will even fax you copies of items. TECC is the best!
- I am satisfied with the services for they are always prompt in time.

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- The request for materials was a very fast process. I anticipated materials arriving via snail mail and instead the next day I received the article requested via e-mail. I was very impressed.
- The Top 10 lists and research wire have been extremely, extremely helpful to me! Thank you!
- We have called upon TECC throughout the years and TECC has always come through for us. Great service, dependable, courteous, and helpful in so many ways. Don't know what we do without TECC. They are to be commended.
- You folks do a great job! In 10 years, I can't remember a single instance when I have not been more than satisfied with your services and helpfulness.
- Don't know what I did before the TECC Resource Library, can't bear to think what I would do without it! :-)
- I think TECC is doing a great job. We currently were working on developing a new cessation tool, and your staff was very helpful in aiding us through the process. Thanks a lot!
- TECC is the best invention since sliced bread. Keep up precisely what you are doing.
- It has been more than a year since we took advantage of your library, but it was very good when we did.
- Thank you for all your services. Keep up the good work.
- Keep up the good work-much appreciated.
- Good job
- Good job, keep it up.
- No suggestions - I think everyone at TECC is doing a great job!
- None. The website is EXTREMELY helpful.
- None... thank for being so quick!
- TECC is wonderful. It is hard to improve on perfection. Now if you could clone Doreen....
- I especially appreciate having access to a particular staff member who understands our needs and always meets them. TECC is a '10' in service delivery and a '10' in resources.
- Thank you for being so flexible and resourceful in finding materials (even with last minute requests!).
- Top notch service!
- Excellent job, keep up the great work!
- Good job
- Keep up the good work!

Praise for staff

- Be sure to replace Kim with someone just as helpful, knowledgeable and nice.
- Direct assistance from the staff at TECC is excellent. I have really appreciated their willingness to research a topic/material for me and get back to me with anything they've found.
- I had a library specialist help me find some resources - she did a great job (Doreen Wynn)!
- The TECC Resource Library staff are great to work with. Thanks for all your awesome work!!
- This is an outstanding service with staff who are always rapid in their responses and pleasant. The information is exceptionally helpful. I use at least twice a year. For a small rural county user, it is essential to have this support.
- My sincerest appreciation to the TECC Resource Library staff. You have been very helpful in all of my many research needs and have always been able to accommodate me in a timely and professional way. Thanks so much for all you do!
- The Library staff provides me with information and materials before I even know they exist. Their services and helpfulness exceed 'very satisfied'. Great staff!!
- The TECC Resource Library staff is incredibly helpful and always provides requested information in a timely fashion. They go above and beyond by automatically forwarding information of interest if you have requested certain topics in the past. Their professionalism, friendliness and services are much appreciated.
- You guys are really helpful and always willing to put in the effort to conduct research for me-thank you so much.
- Get Doreen a raise! She is so helpful.

