

# **Identifying Gaps and Outdated Materials Report II**

## **REPORT PREPARED BY THE TOBACCO EDUCATION CLEARINGHOUSE OF CALIFORNIA**

---

### **BACKGROUND**

In July 2007, the first ‘Identifying Gaps and Outdated Materials Report’ was submitted to CTCP. The “Gaps” report identified gaps that were gathered from surveys sent to CTCP funded agencies, phone interviews with selected priority population grantees, and a focus group with CTCP staff.

A summary of the results from the report was also shared with TECC’s Material Review Committee in September 2007. Committee members discussed the findings of the report and provided further feedback based on experience with the needs of their respective focus populations. To help track the material needs in the field and the material development activities intended to meet those needs, a ‘Filling the Gaps’ report was developed by TECC Material Development. The document tracks priority material needs by major category, subtopic and audience. Specific sub-audience and content details as well as the works in progress that match the needs are further listed under each audience type, including: materials under development by CTCP-funded projects (extracted from OTIS); existing catalog materials up for reprint in 2008; and/or, materials currently under review or in the review process. The document is intended to be a living document and will be updated as gaps are filled, new gaps are identified, and as material development activities change.

This current report serves as an annual update to the Gaps report. Data for this report were drawn from three evaluation activities this reporting period:

- Material Development Needs Assessment (online survey sent in May 2008 to all staff in funded CTCP agencies, n=85)
- Telephone Interviews with eight staff in funded CTCP agencies serving focal populations (conducted in May 2008)
- A Focus Group with nine CTCP staff (conducted in June 2008)

### **KEY FINDINGS**

1. Respondents identified a need for more materials in the following topic areas:
  - ▶ Cessation materials targeting a variety of audiences (LGBT, seniors, healthcare professionals, etc.)
  - ▶ Multi-unit housing materials
  - ▶ Materials on alternative tobacco
  - ▶ Materials on smoke-free outdoors
  - ▶ Materials on cross-topic health linking tobacco to asthma, heart disease, social justice, global environment issues
  - ▶ Materials on youth access to tobacco and tobacco retailer licensing information

2. Apart from the existing topic areas, respondents further identified new categories where they felt there was a need for more materials:
  - ▶ Materials for rural communities
  - ▶ More culturally appropriate materials (in different languages), as well as materials that can be used across cultures
  - ▶ More materials on supporting coalition activities for tobacco health professionals
  - ▶ More promotional items that meet the State standards for lead and can be distributed
3. Based on the needs assessment, populations with low socioeconomic status ranked first as the top focus population that continues to need more materials (selected by 41% of survey respondents), followed by Hispanic/ Latinos (12%), and American Indians/ Alaska Natives (9%).
4. In terms of formats, a multitude of suggestions were provided by respondents. The top two with the most number of responses was for **more updated videos, DVDs, and items geared for students, kids, teens and youth.**
5. For outdated items, respondents recommend an annual review to weed out outdated videos, review materials for content, message, graphic and cultural relevance and appropriateness.
6. Comments on the new catalog were generally positive. Respondents liked the layout, the bigger graphics for new items and the “bestseller” tags.

---



---

## Section 1: Catalog Gaps

---



---

### DATA ANALYSIS

In all three evaluation activities, an open-ended question<sup>1</sup> was used to elicit feedback from respondents on catalog gaps. For each data source, responses were categorized and coded by content area, focus population and format. Findings are presented against the backdrop of existing gaps as outlined in the ‘Filling the Gaps’ report. The report is organized by three major categories: 1) Secondhand Smoke, 2) Cessation and 3) Access. Each category is further delineated by topic areas and focus population within that topic area. Newly identified gaps from the 2008 data collection activities are listed in the fourth column of the table below. And lastly, new catalog material that fills a gap or partially fills a gap is listed as well as current review material that may fill a gap. (The new catalog material was recently published with the release of the spring 2008 TECC Catalog of Tobacco Education Material, and the current review items will be assessed by the TECC Material Review Committee September 2008.)

**Table 1.1: SECONDHAND SMOKE**

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
<b>Multi-Unit Housing</b>	<b>Residents</b>	Low SES, low literacy, positive messages, short pieces such as hand cards	Low SES specific information (e.g. smoke-free apartments), low literacy materials	<i>Is secondhand smoke making your child sick? J775</i> fact card
		Ideas for tenant action with local resources	Short fact card that is low literacy to promote smoke-free MUH. Include “why smoke-free environments are good,” and message “keep me smoke-free.”	3 project developed materials under review, short, low lit brochures for tenants: <ul style="list-style-type: none"> <li>• 1 family focused</li> <li>• 1 general audience</li> <li>• 1 LGBT family</li> </ul>

---

<sup>1</sup> The *needs assessment* question was: We want to make sure the items in our catalog reflect the field’s current needs. Are there any topic areas that you feel are lacking in the catalog? The *interview and focus group* question was: What do you think about the range and type of materials offered through the TECC catalog? (Prompt to include: topic areas, formats, target audience)

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
		Materials in Spanish and API languages	Materials in Spanish	2 Spanish pieces on protecting family from SHS (not MUH specific): <ul style="list-style-type: none"> <li>• <i>Proteja sus seres queridos!</i> J832 postcard</li> <li>• <i>El humo de segunda mano esta enfermando a su hijo?</i> J776 fact card</li> </ul>
		Materials specifically for disabled tenants		
	<b>Landlords/ Managers</b>	Kits, fact sheets (why it's legal, rights of non-smokers, potential lawsuits, sample policies)		<i>Nonsmoking Apartments J789</i> – revised with updated information and tools
		Signs for voluntary policies (in multiple languages)		<i>For Rent Non-Smoking Apartments J786</i> sign (bilingual English/Spanish)  Signs under review: <ul style="list-style-type: none"> <li>• General non-smoking apartments or property</li> <li>• Smoking is prohibited in common area</li> <li>• For Kids' Sake Stop sign</li> </ul>
	<b>Developers</b>	New vs. existing developments		
		Focus on smoke-free as part of "green" initiative		
	<b>Apt/ Condo Assoc/Prop. Mgmt</b>	Fact sheets	Promoting acceptance of smoke free individual homes – something that could be used with housing professionals, property management, owners and tenants.	
		Sample policies		

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
	<b>City Housing/ City Council. Dispute Res. Agencies</b>	Fact sheets (including lists of other cities with ordinances, sample ordinances, why smokers are not a protected class)		
	<b>Advocates</b>	Toolkits	Working with tenants to promote smoke-free MUH – why it’s important, how to talk to landlords, sample lease language, etc.	MUH Workgroup toolkit under development
		General folder with generic letterhead		
		Template-style brochures and fact sheets that can be customized to include local information		<i>Providing Healthy Options J517</i> booklet – revised with updated information and tools
<b>Casinos</b>	<b>Workers</b>	Health information		
		Hand cards		
		Outreach surveys in Chinese and Tagalog		
	<b>Owners/ Managers/ Developers</b>	Tools for surveying customers		
		Fact sheets on drifting smoke, limits of ventilation, economic benefits of smoke-free business, marketing opportunity		
		Video with testimonials from patrons, especially seniors, who want smoke-free options		
		Economic impact reports		
	<b>Tribal Leaders</b>	Information that emphasizes sacred tobacco issues to make point of need for smoke-free policies		
	<b>Non-smoking Patrons</b>	Leave-behind cards		
	<b>Coalitions</b>	Toolkit and video with ideas for working with casinos		
<b>Other/ General Audience</b>	Raise awareness, influence attitudes, all groups	Information on casinos		

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
<b>Outdoor Dining</b>	<b>Restaurant Owners</b>	Signs (English and Spanish)	Material for smoke-free outdoor dining such as coasters, table tents, napkins	<i>Fresh Air Zone J781/J782</i> sticker (English and Spanish versions)
		Items for smoke-free patios including some high-end items		Under review: <ul style="list-style-type: none"> <li>• Thank You for Not Smoking - coaster</li> </ul>
	<b>City Council/ Supervisors</b>	Fact sheets		
	<b>Workers</b>	English and Spanish language		
	<b>Restaurant Association</b>	Fact sheets		
	<b>Diners</b>	Leave-behind cards		
<b>Smoke-free Outdoors</b>	<b>Event Coordinators</b>	Materials for outdoor venues attracting young adults	Smoke free outdoor events for families and children, smoke free fairs.  Material for a general audience that focuses on cigarette butt pollution.  Material to promote smoke-free fairs – focusing on problems with butt litter. In English and Spanish	<i>Smoke-Free Outdoor Pride Event Toolkit J779</i>
	<b>Law Enforcement</b>	Q&A fact sheets, enforcement issues		
	<b>Advocates</b>	Customizable brochures, fact sheets and signs	SHS outside near children (such as picnics, sporting events)	<i>Clean, Smoke-Free Beaches J831</i> brochure (customizable)
	<b>General/ Other</b>	Signs - sticker format, weatherproof in-ground style, professional design, simple and general message	A new version of the Smoke-free parks folder that was for all outdoor areas.	<i>Fresh Air Zone J781/J782</i> sticker (English and Spanish versions)
Spanish and other languages		Comprehensive smoke-free outdoor areas (including smoke-free workplaces, e.g. health care campuses)		

**Table 1.2: CESSATION**

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
<b>Cessation Tools</b>	<b>Women (including prenatal)</b>	Low SES, low literacy, Spanish, API, move away from traditional brochure format,		Updated <i>You're not the only one who will breathe easier</i> J395 brochure (also Spanish version J396)  Recreating <i>It's All About Us</i> booklet (former catalog item J263) for African American women
		Relaxation techniques, financial motivation		
	<b>Healthcare Professionals</b>	Small pocket guides	More cessation information and materials that promotes Nicotine Replacement Therapy	<i>Help Your Patients Quit Smoking</i> J777 pocket guide
		Cards with durable format, simple messages		
	<b>Young Adults</b>	Quit kits w/o perishable items, Spanish, API, innovative take home items,	Quit kits designed to allow for local materials to be easily added	
		Canvas bags or popular drawstring nylon backpacks (hot item)	Quit kits that include advocacy items for cessation (like nail files), cost of smoking calculator, list of local cessation services.	<i>Yes, you can!</i> J826 (also Spanish version J827) paper bag  <i>Are you a nicotine addict?</i> J828 poster (also postcard J829 and sticker J830)  <i>Do Not Use If You Have Genitals</i> J825 key ring (also T-shirt J821-824)

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
	<b>Adults/Parents</b>	Low SES, low literacy, Spanish, API, focus on being good role model for children		<i>Want to quit tobacco? J834</i> fact card (also Hindi version <i>J835</i> ) Under review (3 <sup>rd</sup> party): <ul style="list-style-type: none"> <li>• A Parent's Guide to Quitting Smoking</li> </ul>
	<b>Youth</b>	More creative formats and fun promo items		Under review: <ul style="list-style-type: none"> <li>• Fast Tobacco Facts for Teens (English and Spanish versions)</li> </ul>
	<b>Seniors</b>		Quit kits for seniors	
	<b>LGBT</b>		LGBT version of "Beginning the Journey to Control"; Video that could be used with Last Drag cessation classes	<i>When did smoking become part of us? J812</i> key ring (also T-shirt <i>J808-811</i> )
	<b>Workers at residential treatment facilities</b>		Materials educating workers about the link between mental health problems and nicotine use.  Cessation materials to use in these facilities.	

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
	Others		<p>Low SES specific information, low literacy materials and Spanish materials</p> <p>CD ROM on cessation</p> <p>Updated, shorter version of CDC created "Pathways to Freedom" cessation guide</p> <p>One English &amp; one Spanish Quit Guide that is brief, easy-to-use with worksheets, etc. <i>The ones from the Helpline are too complicated for most people and are too expensive.</i></p>	
Alternative Tobacco	Young Adults	More info about chew, hookah, SNUS and tobacco + marijuana, blunts, creative and functional formats	Information on SNUS for young, returning veterans; military	Under review: <ul style="list-style-type: none"> <li>Little Cigars - fact card</li> <li>Trick or treat? - fact card</li> </ul>
	Parents of young adults	More info about alternative tobacco, talk to your teens about hookah, SNUS, and chew	Addressing issue of kids starting to smoke early and then picking it up in adult life or carry through	
	General	More information about chew for rural areas	Material on blunts and other alternative tobacco (also dangers on smoking menthol cigs)	Under review: <ul style="list-style-type: none"> <li>This Cowboy Says No - poster/postcard</li> </ul>
	Healthcare Professionals	Cards or small guides to prompt healthcare providers to ask patients of alternative tobacco use and health risks		
General/ Cross Topic Health	General (also in Recovery)	Low SES, low literacy, Spanish, API, no more brochures		
		List of cessation services with contact info		

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
		Clear short message with little text and strong visuals, methods to cope with stress, financial motivation to quit,		
	<b>Healthcare Professionals/ Patients</b>	Relationship of tobacco to diabetes, asthma, and stress	Cross-topic materials, e.g. linking tobacco to asthma, diabetes, heart disease; linking tobacco to social justice, environmental and global impact issues (tobacco litter)	Under review(3 <sup>rd</sup> party pieces): <ul style="list-style-type: none"> <li>• Tobacco and Stress</li> <li>• Smoking, Diabete and Your Health</li> <li>• Smoking and Weight Loss: Eight Things You Should Know</li> </ul>

**Table 1.3: ACCESS**

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
<b>Retail Environment (licensing, youth access)</b>	<b>Store Owners</b>	1pg. low lit on CA laws (multi-sub audiences: Spanish-speaking., Asian Indian, Korean, other AAPI);	Materials on Youth access to tobacco and tobacco retailer licensing information.	
		Promotional items to replace tobacco industry items (penny holder, counter mat, and “We Card” signs)	One respondent wanted materials that were geared towards AA; another respondent wanted material specifically for tobacco free pharmacies	
	<b>Youth/ Adult Advocates</b>	New training video needed	Enforcement of youth access – training related, public awareness	Under review (3 <sup>rd</sup> party): <ul style="list-style-type: none"> <li>• Preventing Youth Access to Tobacco booklet</li> </ul>
		STAKE Act T-shirts		
<b>Sampling (Tobacco Products)</b>	<b>Parents</b>	Parents of college age kids (cross topic – alcohol), informational and action based		
	<b>Bar Owners</b>	Educational materials on local ordinance		

Topic Area	Focus Population	Current identified gaps	New identified gaps from data collected in 2008	New catalog material / Current review material
<b>and/or Discount Coupons)</b>	<b>City Officials</b>	Info packet similar to the “parks” info kit		
	<b>Young Adults</b>	College campuses, car shows, rodeos		
		Brief countering piece		
<b>General</b>	Informational packet that can be tailored for above audiences	Action alert on how to report illegal sampling, material on sampling ordinances including coupons		
<b>Hookah</b>	<b>Young Adults</b>	General brochure/ deglamorize	General info brochure to counter impression that it’s harmless, targeted to general public and to college students	<i>Hookah in Your Community – Ideas for Action J703</i> information kit
	<b>Advocates</b>	Material to support work in the field		
<b>Pharmacies</b>				Under review: <ul style="list-style-type: none"> <li>• Cigarettes &amp; Pharmacies Don’t Mix - fact card</li> </ul>
<b>Countering/ Other</b>			Countering material to inform and educate about increased spending by tobacco companies in the African American communities.  Just generally more materials and information on tobacco litter geared towards policy makers; (“do not mention policy”)	Recreating <i>It’s All About Us</i> booklet (former catalog item J263) for African American women <i>Tobacco and Hollywood J833</i> manual  Under review: <ul style="list-style-type: none"> <li>• College Advocacy Guide: Campaign Organizing on Campus</li> <li>• Bad Breakup Lines stickers</li> <li>• Serving Those Who Serve</li> </ul>

## **Other findings from 2008 data:**

### Rural communities

1. More Spanish materials
2. More material for rural communities to address outdoor SHS – such as hand cards, fact sheets that are targeted to low literate adults
3. Information for advocates and agencies (like a toolkit) on how to work with rural communities that is written by or with members of the rural community.

### Cultural/ Language-specific

4. Materials in other languages (Russian language signage in a variety of formats, sizes, etc. For example, window placards or stickers, Chinese language brochures on SHS, materials in Hmong for adults that addresses SHS, Korean speaking men, Cambodian, Vietnamese) *“We did a recent needs-assessment for the Capacity Building Network and 8% of the respondents said they’d like more material for Vietnamese.” – Focus group respondent*
5. More culturally appropriate materials
6. More basic secondhand smoke brochures, featuring multi-cultural families, including Whites. Same in Spanish.

### Materials for tobacco health professionals

7. Materials for coalition activities: Short creative pieces on building Coalitions, how to do policy, how to present testimony at a hearing; Trendy, stylish, youth-oriented materials
8. DVD on how to recruit coalition members that included perspective of current coalition members and testimonials.
9. Tool or manual that trains advocates how to do social marketing
10. Training or guide on how to find relevant statistics and information from the tobacco industry
11. How to use these materials. Create supplement on innovative ways the materials have been used or in the directory.

### Promotional items

12. The difficulty at the moment is the moratorium
13. Need "legal" promotional items that meet the state lead issues
14. Also, more promo and incentive items that are allowed for distribution especially for young adults and adults

### Others

- Material that encourages businesses and councils to consider a variety of smoke-free and tobacco-free policies such as smoke-free MUH, outdoor areas, not selling tobacco (message could be “Tobacco is a problem in CA, What can you do about it?”).
- New “Butts Out” booklet – for those who have read previous versions.
- Please bring back the “How to Quit Smoking” brochure (J530) !
- There is a great pocket guide version of “Enough Snuff” that is great and gets a better response than the large version [currently in the TECC catalog]. Please consider adding it to the catalog.
- There is a great brochure from the American Cancer Society about chew called “The Cold Hard Facts” that TECC should review.

- New version of “When Did Smoking Become a Part of Us?” postcard with a variety of health messages on back – such as CDC message “More deaths are caused by tobacco than by alcohol, automobiles...etc.,” smoke-free pride event message, messages to cover all priority areas.

**Focus populations**

In the needs assessment, respondents were asked to select all the focus populations they felt lacked materials. Table 2 presents the results.

As in the past year, populations with low socioeconomic status ranked first as the top focus population that continues to need more materials, followed by Hispanic/ Latinos, and American Indians/ Alaska Natives.

**Table 2: Focus populations lacking materials (n=78)**

<b>Focus Population</b>	<b>Number of respondents</b>	<b>Percent of respondents</b>
Low socioeconomic status	32	41.0%
Hispanic/ Latino	9	11.5%
American Indian/ Alaska Native	7	9.0%
African American	3	3.8%
Asian/ Pacific Islander	3	3.8%
Lesbian, Gay, Bisexual and Transgender	3	3.8%
Labor	2	2.6%
Other: <ul style="list-style-type: none"> <li>• Seniors in all priority populations</li> <li>• Returning military veterans who've become addicted to both cigarettes and smokeless</li> <li>• Low-Literacy &amp; materials for second language learners</li> <li>• MH and AOD populations</li> <li>• Hmong</li> <li>• Low-literacy</li> <li>• Military</li> <li>• Youth</li> <li>• Russian language</li> <li>• Young adult ; Spanish language 800-no fume without a skeleton</li> <li>• More young adult materials</li> <li>• Asian American populations are quite diverse and there is always a need for items that address different Asian American populations</li> </ul>	13	16.7%

## Formats

During the interviews, surveys and focus group, respondents were also invited to provide feedback on the type of formats they felt were lacking in the catalog.

Apart from expressing **a strong need for updated videos, DVDs, and items geared for students, kids, teens and youth**, the rest of the suggestions were provided by one or two individuals.

### Suggestions for new formats

#### *Brochure*

1. More brochures similar to those purchased from Journeyworks

#### *Incentive item*

2. Functional advocacy material such as mouse pads and magnets – items that will continue to be used
3. Interactive games that can be used at meetings, classes, and outreach and education events
4. Stickers or clings are very useful with military communities
5. More advocacy items for adults (such as pens, key chains, rulers, mouse pads) that have adult (not cartoony) graphics.
6. T-shirts with message similar to “Sucked In” poster (graphic, clear, tied to health)
7. Would like a “Cigy Butts” (private catalog character) style punching bag with message like “Take a punch at tobacco!”

#### *Toolkit*

8. Different way of packaging toolkits, e.g. STAKE Act kit

#### *Sign*

9. A logo that signifies “smoke free housing” that could be used in marketing and would create awareness
10. Advertising in restaurants on the doors of bathroom stalls. Creating material for different places.
11. More general “No Smoking” signs including “in this area,” “on this campus,” “on these premises,”

#### *Postcards/ posters*

12. More postcards with messages covering a variety of priority areas
13. More variety of 800- no butts and no fume posters - sizes and styles
14. New/updated T-shirts, posters
15. Smaller handbills, pocket-size formats
16. Take information on brochures and place on posters as well, format works well for employers (recreating effective messages into different formats...)

*Online tools*

17. Online version of the Helpline that is linked to the statewide system
18. Downloadable formats (like a “no butts” ring tone, screen shots, skins or screen savers)
19. It would be nice to have downloadable PowerPoint presentations available online. Great examples are “Tobacco 101” from Berkeley Health Department and “Social Justice” from Alameda County.
20. Using online communications websites to reach youth

*DVDs/ multi-media materials*

21. PSA’s on DVD
22. More multi-media materials
23. New formats needed to reach youth and young adults such as music CD’s with tobacco-free message (also in Spanish).

*Other*

24. Braille
25. Create print workbooks to accompany each DVD – especially important for rural communities where power and internet access are inconsistent
26. Expand “Earth Day” offerings with a focus on butt litter

---

---

## Section 2: Outdated items

---

---

Outdated items are reviewed on an annual basis. Respondents were also invited to share what other specific items they felt were outdated.

### Review videos

- Many of the videos, especially the Spanish language videos.
- Many of the cessation videos
- ALL videos from the 1990's.

### Review messages, content and graphics

- “We Thank You for Not Smoking” Sign – too passive, needs a strong message and clear “no smoking” symbol.
- Someone mentioned that “stings are happening” isn’t preferred because the word “sting” was pejorative and so it should be changed to “access checks” or something. So jargon that’s outdated but not incorrect.
- No-smoking sign with doves--way outdated, too passive. Coloring book needs to be updated for more cultural inclusiveness and diversity.
- Healthy Moms, Healthy Kids that’s been around forever and listed as a best seller. Is it still accurate?
- Also, the [MUH piece for tenants] that has a lot of structural changes, we don’t really encourage structural change but rather policy change. I liked it but some of the stronger advocates have kind of “poo poo’d” it. We don’t want people to just think that the only way to make the change is to structurally change their building.

### Review materials for cultural relevance and appropriateness

- “We Love Not Smoking” coloring book – needs diversity of images including ethnicity, disability, and LGBT parents.
- Some of the Native American and African American materials as well as the tobacco video game for youth.
- We question some of the camouflage related items, and items that are intended for teen audiences that are questionable. We can't see ever ordering those items for any of our audiences or parents.

### Others

- Smoke-free workplace materials – not needed
- “Hey Girlfriend”
- Ethical Funding – too high literacy, too long and wordy.
- Ten Myths About Smoking – replace with postcard or shorter piece
- Many posters haven't changed over the years - "Cowboys" & "Puff Fiction"
- Smoke-free environment items
- California Smokers Helpline brochures
- SFZ stickers-doesn't say much
- T-shirts with main image on the back (such as the new TECC t-shirts) aren’t as desirable because the message is often covered by a jacket and our community likes big bold messages right out in front.
- I would like to recommend that a panel of stakeholders (Like the MRC) could review items meant for their populations each year for relevance. Many of the items listed under the youth and young adult populations have language and content that is no longer applicable.

---

---

### Section 3: Catalog Organization

---

---

#### HIGHLIGHTS OF CATALOG DEVELOPMENTS FROM JULY 2007 TO JUNE 2008

Substantial upgrades were made in the development of the 2008 TECC Sales Catalog. The catalog was re-merchandized and designed to change the “page density,” featuring fewer products on most pages and incorporating topic appropriate lifestyle shots on many spreads. New elements incorporated into the design included customer testimonials, call outs (for topics such as: New, Customization, Best Seller, Updated, Special Offer), and “medallion” icons indentifying “industry award winning” products. Additionally, models were incorporated into many of the presentations of clothing products and accessories for the first time. Lastly, a new cover design was chosen by CTCP and a convenient “thumb tab” indexing system was designed on the outside back cover with color coding for easy access to specific topics.

A question on catalog organization was posed to focus group respondents. Survey and phone interviewees were not asked to specifically comment on catalog organization.

Overall, comments were very positive regarding the new catalog. Respondents had a few suggestions for the next catalog organization.

#### Suggestions

- ▶ I have a comment in this section. Are the new pieces also listed in the topic sections? Like for instance Tob & Hollywood, I don’t see it in the Countering section but if I didn’t know it was new I might look in Countering and miss it.
- ▶ Just a thought, I know when TECC sends out material you send a feedback card. Does TECC still do that? It might be nice to have it in the catalog itself as a tear out.
- ▶ What about having a section in the catalog highlighting internet exclusive items, like downloadable presentations, ring tones, skins, etc.?

#### Comments

- ▶ I like the fact that you have added all these little icons like “best seller,” “recovery material,” “updated,” things like that. I think I haven’t seen that before. Helps you focus on what looks good and what works.
- ▶ The addition of Hindi is great, I think. Indians are a big population.
- ▶ The way it’s laid out in the back by topic and language.
- ▶ I think [that the catalog] is very attractive and colorful. It makes me want to read through it and look at the pictures.
- ▶ Yes, the layout is much better. And, I like the bigger graphics to show the new items.
- ▶ “I like how hip and trendy the new TECC catalog is! I love the quotes and the best seller tags – they help me decide what to buy.”
- ▶ “I love the new TECC catalog! I love to browse it and mark it up. My new copy is already dog-eared.”

**Table 3: List of Key Informant Interviewees**

Name of respondent	Agency/ Project	Priority Population(s) served	Length of time in field of tobacco control
1. Denise Gannon	Pajaro Valley Prevention	Hispanic/Latino, Low SES	7 years
2. Herm Perlmutter	Orange County Health Department	Hispanic/Latino, Vietnamese, Korean	34 years
3. Lisa Archibald	Communities against Substance Abuse	Many including Low SES	4 years
4. Kimberly Bankston-Lee	The URSA Institute	African American, Hispanic/Latino, Low SES	10 years
5. Dee Ann Blankenship	California Health Collaborative – Chico	Rural	18 years
6. Ted Guggenheim and Bob Gordon	San Francisco Study Center	LGBT	10 years
7. Lou Moerner	Northern CA Indian Development Council	Native Americans, Rural	5 years
8. Stella Jun	Project RIDE, Bay Area Community Resources	Young adults/youth (not technically a PP), Asian Americans	7-8 years

**Table 4: List of Staff at CTCP Focus Group**

Name of staff	Unit
1. Elizabeth Winward	Local Programs Unit
2. Robyn Caruso	Local Programs Unit
3. Bhumi Bhutani	Local Programs Unit
4. Trudy Killian	Local Programs Unit
5. Joanne Wellman	Local Programs Unit
6. Shirley Dellenback	Library & Information Services Unit
7. Mary Strode	Local Programs Unit
8. Kelli Berliner	Local Programs Unit
9. Thea Perrino	Local Programs Unit