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Thank You for Participating in the 2012 Needs Assessment

We would like to thank everyone that took time out of their busy schedule to participate in TEAM Lab's 2012 Needs Assessment. The needs assessment serves a vital role in providing information on the needs of CTCP-funded projects. These results help to set priorities regarding the types of materials that are developed or revised in the coming year. The information also helps us to focus on providing services and trainings that are of interest to you and will meet agencies' material development needs. Now, it is our turn, we want to give back to you!! We are committed to providing technical assistance for materials development. So please, don't hesitate to contact us. Go to our website's [Ask Us](#) section or you can email us at: teamlab@usc.edu.

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"Like" TEAM Lab and the CTCP Fight Tobacco pages on Facebook

In our 2012 Needs Assessment, more than half of respondents reported they "probably" or "definitely will" be using Facebook to disseminate tobacco education messages. Since many of you will be using Facebook, we want to remind you to "like" TEAM Lab on Facebook. We provide information on upcoming webinars and post interesting tobacco related news and material development information. The purpose of TEAM Lab's page is to engage individuals and organizations about leading tobacco-free lives. Please check out and "like" Finish the Fight Against Tobacco, which is CTCP's Fight Tobacco page. The Fight Tobacco Facebook page provides evidence-based content to encourage participation in tobacco control discussions. So stay connected with both pages and join in on the conversation about emerging tobacco control issues.

"Like" us on Facebook: <http://www.facebook.com/TEAMLabUSC>

"Like" Finish the Fight Against Tobacco on Facebook: <http://www.facebook.com/FightTobacco>

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Have You Ever Used One of TEAM Lab's Free Templates?

Have you downloaded one of these templates and used them in your communities?

- **"Eat, Breathe, Play"** is a flyer or poster to promote smoke-free outdoor areas in your local communities.
- The **2012 Yearly TRL Calendar** template can be modified with your own message, colors, and images.

Eat, Breathe, Play
Thank you for supporting smoke free outdoor areas!

Parks
Entrypways
Outdoor Dining Areas

Scan QR

For free information to quit smoking call 1-800-NO-BUTTS.
© 2011. Funded under contract #C949401

Did you check their ID?
DO NOT sell tobacco products if born AFTER today's date in 1994.

JANUARY	FEBRUARY	MARCH	APRIL
1 2 3 4 5 6 7	1 2 3 4	1 2 3	1 2 3 4 5 6 7
8 9 10 11 12 13 14	5 6 7 8 9 10 11	4 5 6 7 8 9 10	8 9 10 11 12 13 14
15 16 17 18 19 20 21	12 13 14 15 16 17 18	11 12 13 14 15 16 17	15 16 17 18 19 20 21
22 23 24 25 26 27 28	19 20 21 22 23 24 25	18 19 20 21 22 23 24	22 23 24 25 26 27 28
29 30 31	26 27 28 29	25 26 27 28 29 30 31	29 30 31

MAY	JUNE	JULY	AUGUST
1 2 3 4 5	1 2	1 2 3 4 5 6 7	1 2 3 4
6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14	5 6 7 8 9 10 11
13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21	12 13 14 15 16 17 18
20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28	19 20 21 22 23 24 25
27 28 29 30 31	24 25 26 27 28 29 30	29 30 31	26 27 28 29 30 31

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 2 3 4 5 6 7 8	1 2 3 4 5 6 7 8	1 2 3 4 5 6 7 8	1 2 3 4 5 6 7 8
9 10 11 12 13 14 15	9 10 11 12 13 14 15 16	9 10 11 12 13 14 15 16	9 10 11 12 13 14 15 16
16 17 18 19 20 21 22	16 17 18 19 20 21 22 23	16 17 18 19 20 21 22 23	16 17 18 19 20 21 22 23
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30 31	30 31	30 31	30 31

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TEAM Lab Materials Review Scorecard Tutorial

A key step in making effective tobacco education materials is conducting adequate field testing with the intended audience. However, insufficient resources and time can hinder field testing, which can make all the difference in creating materials that are "spot on" and reach the target audience. In some situations, a material may undergo only one round of field testing during the final stages of the material development. This may not be enough to ensure that the material is suitable. So, before field testing is conducted, what can you do to ensure that your material is suitable for the intended audience? No worries, we now have a tool that will help you analytically evaluate your materials, identify areas that need improvement, and can guide you on your determination whether the material is ready to be field tested. We are happy to share with you TEAM Lab's Material Review Score and a 20-minute tutorial on how to use the score card. The score card was initially developed for our materials review committee (MRC) to systematically evaluate materials that go through the materials review process. This evaluation tool accounts for important factors such as: content, literacy demand, graphics, layout & typography, learning stimulation & motivation, and cultural appropriateness. Although it was originally created for the MRC, we believe that this tool can be an immense help to agencies that are developing materials. Before you actually test materials with the intended audience, you can use this tool to analytically evaluate if your materials are designed to do what they were developed to do and it will help to identify areas that need improvement. This tool can potentially save you a lot of time and money conducting multiple rounds of field testing. So check out the 20-minute tutorial, download the score card and if you have any questions, or need technical assistance using the score card, please don't hesitate to contact TEAM Lab's Evaluator, Yaneth Rodriguez at ylr@usc.edu.

[Click here to download the materials review score card](#)

[Click here to watch the 20-minute tutorial](#)

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Materials Development Tip #5: Tobacco Youth Prevention

Key Information and Tips to Keep in Mind

In a recent publication by the Surgeon General, the U.S. Department of Health and Human Services (2012) reported that nearly all tobacco use begins somewhere during the teenage years and young adulthood. In fact, the report estimates that nearly 4,000 individuals under the age of 18 start smoking every day. The impact of starting at such an early age is especially critical. Adolescents are actually more sensitive to nicotine; thus, they develop a greater addiction to nicotine than adults. Consequently, one-third of adolescents will die prematurely from tobacco use. There had been recent declines in cigarette smoking and smokeless tobacco use in youths, but such rates are slowing down and stalling. Because of this realization and the long-term effects of youth tobacco use, the key objective of any tobacco prevention campaign should be to prevent youth and young adults from using tobacco products.

Certainly, tobacco companies utilize effective youth sales tactics to get young people to use their tobacco products. From the statistics and conclusions made in the Surgeon General report, there is no doubt that these advertising strategies work. These companies use appealing product designs, peer influences, images, and other advertisement strategies to portray tobacco as a positive social norm. But anti-tobacco campaigns can also speak to youth, and speak to them in ways that make an anti-tobacco lifestyle more appealing. Here are some tips to keep in mind in when developing educational materials about youth tobacco prevention:

1. Know your audience.

- o 55% of teens today use social networking sites such as Facebook. Mass media campaigns, which include videos, commercials, and Facebook pages, can be passed around in the internet community.

- o Hone in on current gender distinctions between males and females, and take note of dynamics within a gender group.
 - o Try not to make materials sound preachy, condescending, or too academic.
2. **Be tactical with how you present information in a material.**
 - o Keep main points 3 to 5 points long.
 - o Begin and end with the most important and impressive facts.
 - o Reviewing and reinforcing key facts helps to get the message across clearly.
 - o Use pictures that grab attention.
 3. **Let the health message of tobacco use be the main feature of the material.**
 - o Highlight staggering statistics and research about the harmful impact of tobacco use.
 - o Follow warnings with prevention steps and solutions.
 4. **Field Test your materials.**
 - o **Use information from TEAM Lab webisode descriptions to fill here, also include links for more info...** Interview and consult with members of the target population to see if your materials are appealing and appropriate.
 - o This is useful in making sure ethnic identifiers are appropriate and material information is culturally relevant.

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Recap of Photovoice Webinar, Hosted by Ms. Nora Manzanilla

Nora Manzanilla, Director of the TARGET Project, in the Office of the Los Angeles City Attorney, Tobacco Enforcement Program. She gave an enthusiastic and informative presentation in the form of a case study about the TARGET photovoice project. The TARGET Project was implemented at select Los Angeles Unified High Schools. Students participated in a series of one-hour afterschool trainings. The trainings included media literacy and tobacco advertising, illegal sales of tobacco products, laws that regulate the sale of tobacco, policy research, civic and local government participation. During data collection, two adults would take students out to visit retailers. Then after, students developed their Photovoice displays.

You can watch the recorded webinar and download a copy of the PowerPoint slides by visiting, [TEAM Lab Archived Webinars](#).

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SAVE THE DATE: Digital Storytelling Webinar

TEAM Lab will be hosting a webinar on Digital storytelling on Thursday, April 5, @ 10:00am – 11:00am. This training will be presented by Dr. Carol Koprowski, (Assistant Professor of Preventive Medicine at USC's Institute for Health Promotion and Disease Prevention Research), and Jena Sussex, (undergraduate student at USC majoring in Global Health).

Digital storytelling is combination of the ancient art of storytelling and the modern use of digital media. Digital stories allow users to share their message in the powerful form of a narrative, making it more memorable, forceful, and resonating with their audience. By combining narrative storytelling, photos, movies, and music, creators can disseminate information in one of the most innovative and effective methods of communication-the digital story. Learn what a digital story is, how to get your organization started on creating digital stories, the technology involved, and find out who is already using digital stories successfully in the fields of health care, advertising, communication, non-profit and advocacy groups. This low budget information dissemination tool has the potential to change the way we share information and give meaning to the messages we send. Digital stories are being used by doctors, patients, teachers, students, parents, children, businesses and artists alike, to share information in the compact and memorable format of a story. Join us to see how your organization can enhance their message and expand their audience outreach through digital storytelling.

Please save the date!

Reserve your Webinar seat now

Don't forget [TEAM Lab is here to answer ALL your materials development questions](#).

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USC Student Intern Spotlight

Chantel Ponder, MPH Practicum Student

My experience here at TEAM Lab has been very informative as well as enjoyable. For starters, I had the opportunity to learn and work on the topic of tobacco, which is a topic I never considered in detail before. This included looking into advocacy for communities to tackle the tobacco industries and developing informative materials that could be distributed. It has been a multi-faceted experience because in addition to the tobacco research and work I was able to work closely with the staff on the details of the project itself. From this experience I was able to have first-hand experience on tasks such as working and editing a progress report. This activity taught me the important and extensive work it takes to continue the life of a grant and I experienced teamwork and support in all the staff coming together to make sure it was a success. One of my main interests involves working in the community. I appreciated how TEAM Lab presented that opportunity in the form of going out to meet committee members and field-testing materials.

Overall, I had a very thorough experience where I was able to learn new information as well as tap into my own skills and knowledge. In the end, I walked away being able to say that I was able to successfully contribute to the creation of two toolkits and be involved in an environmental toxic material. I want to thank everyone at TEAM Lab for having confidence in me and exposing me to the professional world of public health.

Jena Sussex, Senior

As a public health student, I have always seen anti-smoking campaigns as some of the fields most successful work. And being a member of TEAM Lab has taught me how extensive the work behind a piece of anti-smoking literature really is. Being part of the field testing team has required me to walk up to numerous people, from all sorts of backgrounds and get their opinions on our anti-smoking brochures or fact cards. What really surprised me about this work was the overwhelmingly positive response people have towards this type of research. Fearing that I might be offending someone who was a smoker, I would introduce myself to someone, ask them if they could give me their opinion on the fact card, and instead of being offended even smokers were in support of the message. There were moms who were outraged at the effects of second hand smoke in multiunit housing on children, and younger men who said they wanted to go around picking up cigarette butts in playgrounds after learning how toxic they are. The common thread through all of these interview experiences was that people appreciate how physically damaging tobacco can be, and view this type of public health work with respect. I have also been working on digital storytelling research. TEAM Lab is interested in presenting our anti-smoking associates with the latest and most effective form of spreading a message, and digital storytelling is an emerging medium that does just that. Digital stories are short, low budget media presentations of pictures video and narration that tell a story. They use the power of the human narrative, combined with the visual impact of digital media to humanize and strengthen a message. The beauty is that with the ubiquitous nature of cell phones with cameras, and free online video editing software, almost anyone can share their message this way. I am excited for our webinar on this form of information sharing and hope to work with it further in the future.



Jena Sussex



Chantel Ponder

Morgan Morrow, 3rd year

So far my experience at TEAM Lab has been phenomenal. I have learned so much about the "behind the scenes" planning and the various steps it takes to publish a particular educational material. I loved being a part of the process and have really enjoyed the field testing portion of my research experience. It has been a challenge to approach individuals and ask them for their time. It has also been a challenge to probe people for more information that could be beneficial for improving the educational materials and to find the right research that could be informative to individuals, as well as arranging the information in a clear, attractive, and effective manner; encouraging individuals to look at the material. Besides the field-testing it has been interesting to see how many versions TEAM Lab has to revise to get the educational materials just right, to be truly effective for the targeted population. The amount of information that is incorporated, removed, or rearranged from the materials is very impressive. Before I started working with TEAM Lab I never realized how much work goes into the preparation of materials for them to be effective. I have learned that everyone has a different view of things and it takes a lot of time and effort to meet these specific criteria to the best of our abilities. This experience has given me a different perspective and respect for the work that is put into educational materials not only concerning tobacco but other health concerns as well.



Morgan Morrow

I have also enjoyed the interaction and collaboration of the members in TEAM Lab. Everyone has been very supportive of each other, and the dynamic of the team is phenomenal because of how well everyone interacts with each other. This has taught me that for anything to be successful you need a core group of individuals who are willing to work with and challenge each other to perform at the best of their abilities. Collaboration is key to the success of any group, for no one person could succeed in this job alone. It takes leadership from every individual, but also requires knowing when to follow others to make this a successful team.

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Calling All Tobacco Education Materials

Did you create tobacco education materials for your project? Have you submitted them to TEAM Lab to be considered for inclusion in the TECC catalog? If you haven't please send us your material so it can be reviewed for statewide distribution and also become part of the TECC Resource Library.

Please visit the [Send Us](#) section of our website for more information regarding the material submission process. Need Help Developing an Education Material?

If you are still in the process of developing tobacco educational materials, don't forget TEAM Lab is here to help you. We can help you brainstorm, improve the literacy level, increase the readability of your material, and also provide feedback/suggestions on any material. If you need help or have questions, please contact us at teamlab@usc.edu or call us at: (323) 442-8214.

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