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## Message from the Director

Greetings!

The Tobacco Education and Materials Lab (TEAM Lab) is pleased to present to you our first newsletter. TEAM Lab is funded by the California Tobacco Control Program (CTCP), CA Dept. Of Public Health to assist CTCP-funded programs in creating high-quality tobacco education materials and generate, test and help disseminate new materials; or revise existent good quality products. TEAM Lab is dedicated to providing technical assistance and training to CTCP-funded projects so that together, we can develop and improve educational materials tailored to reach key target audiences.

TEAM Lab is composed of a vibrant team of young professionals, in tune with the latest technology, as well as experienced tobacco control professionals. Together we are forging new directions, opening our doors to online innovation and emerging technologies in a fast paced and changing world; while maintaining, strengthening and enhancing valued proven approaches to educating our diverse communities on tobacco related issues. We strive to be on the cutting edge of technology and to disseminate this information to you in the Prop 99 tobacco control movement. [Continue reading the Message from the Director](#)



**Lourdes Baezconde-Garbanati**

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## TEAM Lab All Stars (May 2011)

We understand and appreciate all you have to go through to develop new tobacco education materials. From the planning through the creative development, to the field-testing and refinement, it can be a long and arduous process. At times, it must feel like a thankless process as well. While there is little that can be done to shorten the long and methodical process that is inherent with the development of any new public health materials, there is something we can do about the thankless part.

TEAM Lab would like to take the opportunity to give long-deserved public recognition to agencies that have demonstrated strong strategic thinking, inspired creativity, and a passionate commitment in the development of tobacco educational materials. In our debut newsletter and subsequent issues, we will recognize our "TEAM Lab All-Stars," featuring organizations that have submitted materials for review and highlighting their work. The newsletters will be distributed electronically statewide to agencies, funders, and leaders in tobacco control as well as have a permanent home on our website. [Continue reading All-Stars \(May 2011\)](#)

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## Materials Featured in the Winter 2011 TECC Catalog

One of TEAM Lab's major goals is to facilitate the materials review process to get materials ready for statewide distribution through the Tobacco Education Clearinghouse of California (TECC) catalog. This includes submissions of tobacco educational materials from Local Lead Agencies, Competitive Grantees, statewide projects, and other organizations/agencies. TECC is a

statewide CTCP-funded project whose mission is to provide a wide variety of current and affordable resources and information to prevent and reduce tobacco use and its harmful effects. [View the featured materials](#)

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## What Happens Next: Materials Review Process

### Materials Review Process

The Materials Review Process includes these five steps:

1. **Initial Intake**
2. **Initial Review**
3. **Materials Review Committee (MRC) Review**
4. **CTCP Review**
5. **Inclusion in the TECC Catalog**

[Go in-depth with the Review Process](#)

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## Special Thanks to the Materials Review Committee

TEAM Lab would like to thank the Materials Review Committee for all their efforts. Reviewing the tobacco education materials is time and effort intensive. We truly appreciate their dedication to the fight against tobacco!

TEAM Lab's [Materials Review Committee](#) is composed of representatives of both California Tobacco Control Program-funded (CTCP) programs and non-CTCP-funded programs with expertise in tobacco control. All members have extensive experience in key tobacco control topic areas as well as in materials development and working with diverse populations and communities.



**Materials Review Committee (from left to right): DeAnne Blakenship, Marlene Gomez, Christopher Anderson, Patricia Etem, Nardiner Dhaliwal, Viki Ornelas, Evi Hernandez, and Kimberly Bankston-Lee. Colleen Haydon was not present for this photograph.**

This past March, the MRC committee reviewed approximately 15 newly developed tobacco education materials from projects throughout California.

THANK YOU!!!

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## Upcoming Events

### May 31, 2011: World No Tobacco Day

What educational materials will your agency have available to promote this day?

### June 30, 2011

Last day to submit tobacco education materials in order to include them in your January to June 2011 Progress Report

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## Thank You for Participating in the 2011 Needs Assessment

A very special "Thank you" to everyone that participated in the TEAM Lab 2011 Needs Assessment! We had 120 people take the survey! We really do appreciate the time you took out of your busy schedule to share your opinions. Your feedback is priceless!

Results will be posted soon.

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## Want to Submit Your Tobacco Education Material?

### 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 have not, 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](mailto:teamlab@usc.edu) or call us at: (626) 457-6610.

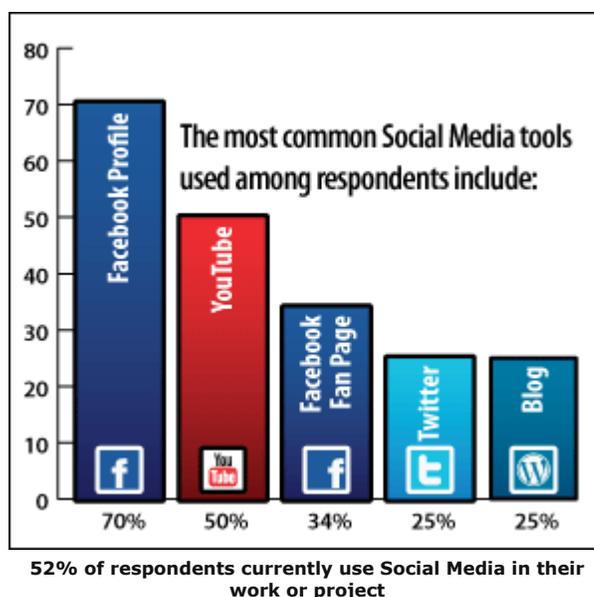
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## Results from Social Media Assessment

A Pre-training assessment about Social Media was administered to ascertain what the field was interested in learning about Social Media, the level of knowledge, intent-to-use, and any benefits and challenges using social media. This helped TEAM Lab & CYAN prepare for the webinar.

A total of 56 people responded to The Social Media Pre-Training Assessment

- 52% of respondents currently use Social Media in their work or project
- 63% of respondents said they probably will or definitely will use Social Media for their Project/agency to disseminate tobacco education messages
- The most common reasons respondents would like to use Social Media for their program or project are to inform, outreach/network, and to promote program
- The three most common challenges when using Social Media included recruiting people/agencies to "like" a Facebook fan page, evaluating the impact that Social Media has with the audience you are trying to reach, and worksite restrictions to using Social Media



[Continue for more results info](#)

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## Materials Development Tip: Serif vs. Sans Serif—What is the difference?

When developing an educational material, font selection is very important. Here are some tips to consider when choosing your font style:

### Font styles (typeface)

Choose fonts that are easy on the eyes. To improve readability, select a serif font for your basic text. Serif fonts have been proven to be more readable for text than sans serif fonts. Examples of serif fonts include Times, Times New Roman, Garamond and Georgia.

For headings and subheadings, use a sans serif font, which will provide contrast from your body text font. Examples of sans serif fonts are Arial, Geneva, Helvetica, Lucida Sans, Trebuchet and Verdana. [Read more on font selection](#)



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Developing tobacco educational materials? Need help? Unsure of how to submit material? TEAM Lab is here to help. Please e-mail us at [teamlab@usc.edu](mailto:teamlab@usc.edu) so we can help answer any of your questions.