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In this Issue

- [Material Development Tip #8: Learning about Your Target Audience](#)
- [New Retail Campaign Tip Sheets Available on Partners](#)
- [TEAM Lab 2013 Needs Assessment Closes October 7th](#)
- [Article: Breaking the Chain Tobacco Retailers Tools and Materials](#)
- [Save the Date! Upcoming TEAM Lab Webinar on October 22nd](#)
- [Article: ChangeLab Solutions Tobacco Retailers Tools and Resources](#)
- [TEAM Lab to Present Poster at the 2013 APHA Conference](#)
- [What Can TEAM Lab Do For You?](#)

[back to top ▲](#)

Material Development Tip #8: Learning about Your Target Audience

Defining the target audience for your material is one of the most crucial and influential steps of the material development process. A great material is culturally sensitive, relevant, and tailored to the intended audience, so defining and learning about the target audience is a necessary component of developing a material.

TEAM Lab has developed a tip sheet titled "Learning about Your Target Audience" that will help guide you through this process. Some of the tips covered include:

- Asking Questions
- Studying Current Research
- Conducting Field Work
- Obtaining Expert Help
- Being Culturally Sensitive

You can access the "Learning about Your Target Audience" Tip Sheet [here](#).



[back to top ▲](#)

TEAM Lab 2013 Needs Assessment Closes October 7th

Did you hear? The annual TEAM Lab Needs Assessment is here and now is your time to give your input, provide suggestions and tell us about your material needs!

With the new *Healthy Stores for a Healthy Community* campaign under way, we want to make it easier for you to reach your audiences by helping to create templates, develop retail education materials, provide trainings and offer an array of other technical support services. As you can see, we are here to support your tobacco control efforts but we need to hear from you so we'll know where to prioritize.

The survey will be open until Oct. 7th so please take a few minutes to complete it and submit it at your earliest convenience. We've included

a [link](#) to make things easier for you. Your feedback is greatly appreciated!

https://usckceck.qualtrics.com/SE/?SID=SV_agDDi8b1nTj50jz

If you have any questions, please contact Aurora Flores, TEAM Lab Evaluator, at auroraf@usc.edu or at (323) 442-8209.



[back to top ▲](#)

Save the Date! Upcoming TEAM Lab Webinar on October 22nd

Save the Date! On October 22nd, TEAM Lab will be hosting a webinar titled "10 Steps for Developing Effective Tobacco Education Materials." During this webinar, we will discuss the steps to create effective and valuable tobacco education materials. We will review the importance of design, reading levels, defining the audience, and field testing. It will be a comprehensive session for any agencies looking to create any educational materials.

Be sure to save the date and we'll send out additional details about the webinar soon via Partners.



[back to top ▲](#)

TEAM Lab to Present Poster at the 2013 APHA Conference

TEAM Lab will be presenting a poster at the 2013 American Public Health Association Conference in Boston, Massachusetts. TEAM Lab's poster is titled "Utilizing 10-material development best practice steps to develop effective, culturally, and linguistically tailored tobacco education materials." The presentation will take place during the [Advances in Public Health Education and Health Promotion Across Disciplines Poster Session](#) (#3205; Board 8) scheduled for Monday, November 4th from 12:30pm – 1:30pm.

Stop by and say hello if you are at the conference! We hope to see you there!



[back to top ▲](#)

New Retail Campaign Tip Sheets Available on Partners

TEAM Lab has developed two easy-to-print tip sheets that are now available on the [Partners Retail Campaign subpage](#), under the heading "Materials for Healthy Stores for a Healthy Community."

- [Developing Partnerships Tip Sheet](#) – This tip sheet provides helpful tips on how to develop partnerships that will enhance the *Healthy Stores for a Healthy Community* campaign. Partnerships can help the campaign reach and educate diverse community members, recruit volunteers, garner community leaders' support, and build credibility and trust within the community.
- [Engaging Youth Tip Sheet](#) – Youth engagement is vital for the *Healthy Stores for a Healthy Community* campaign. This tip sheet provides information on how to engage and motivate youth to participate in campaign activities.



These tips sheets were developed by TEAM Lab in close collaboration with CTCP staff and various retail campaign committees. TEAM Lab would like to acknowledge and thank all the individuals and committee members that took part in the development and/or review of these tips sheets, including CTCP staff, the Retail Campaign Workgroup, Intervention, Training, and Media Subcommittees, as well as the ad-hoc Material Development Subcommittee and participants that helped with field testing.

Additional *Healthy Stores for a Healthy Community* campaign materials will be available soon, including a general campaign fact card.

[back to top ▲](#)

Breaking the Chain Tobacco Retailers Tools and Materials

Tobacco retailers play an important role in protecting our youth from tobacco use and nicotine addiction. Retailers can help keep tobacco products out of the hands of our youth by complying with federal and state tobacco regulations. Tools exist to help inform and guide retailers on how to do so.

"**Breaking the Chain**" is an educational campaign created by the FDA that provides these tools to help retailers learn about tobacco regulations and comply with them.

To help raise awareness of federal tobacco product regulations, free toolkits, posters, and flyers are available for use. You can order or download for free several types of materials through the FDA Center for Tobacco Products Clearinghouse.

The FDA has also made it quick and easy to obtain up-to-date tobacco news through digital communication tools. You can learn about the latest federal tobacco regulations through their weekly emails, text messages, RSS feeds, Twitter, Widgets, Podcasts, among many other options.

All of these [digital communication tools](#) are available at the [FDA website](#).

Additionally, the FDA educates and trains retailers on how to comply with tobacco regulations through webinars. Each webinar includes a Q&A session for participants with inquiries.

[Webinars are accessible at the FDA website.](#)

There are a multiple resources and tools available, so take advantage of these educational materials and share them with your local retailers.

[back to top ▲](#)

ChangeLab Solutions Tobacco Retailers Tools and Resources

ChangeLab Solutions helps communities develop laws and policies to create lasting change, and offers many useful tobacco control products and services. An extensive collection of publications and legal tools is available on their website, including several resources on how communities can reduce youth access to tobacco products. For example, ChangeLab Solutions' fact sheet, "[Tobacco Retailer Licensing: An Effective Tool](#)



for **Public Health**", explains tobacco retailer licensing and the basic elements of a strong tobacco retailer licensing law. They also have developed a **Model Ordinance** that contains all the essential elements for a local tobacco retailer license. A number of municipalities have relied on this model in creating their own ordinances.

Another fact sheet, "**Policy Provisions for a Tobacco Retailer License**", explains additional policy options that municipalities can use to expand and strengthen their tobacco retailer licensing programs. Once a municipality has implemented a new tobacco retailer licensing program, it can use ChangeLab Solutions' "**Implementation Checklist for Tobacco Retailer Licensing**" to help plan enforcement efforts.

ChangeLab Solutions has a lot of great resources for tobacco retailer licensing, so check them out. Access these tobacco retail products and more [on ChangeLab Solutions' website](#).



[back to top ▲](#)

What Can TEAM Lab Do For You?

Need help tailoring educational materials for specific audiences? Need to have your newly developed materials reviewed? Want to get trained on material development?

TEAM Lab can help with that and so much more! Here at TEAM Lab, we are busy helping you by:

- Providing technical assistance and training to create high quality tobacco education materials.
- Developing and revising tobacco education materials.
- Reviewing materials developed by CTCP-funded projects for statewide distribution.

We, are available by phone, [e-mail](#), and our [website](#) so don't hesitate to contact us. We're here to help!

[back to top ▲](#)

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