



# The Incredible Journey *from Idea to Impact*

Developing  
Effective  
Educational  
Material

***Developed by***

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on Tobacco or Health**

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New Orleans Marriott  
New Orleans, Louisiana



# 1

# Develop Key Messages

Are you attempting to provide information, change attitudes or teach a new behavior?

Messages must clearly support objectives.

## OBJECTIVE

The purpose of the material is to provide basic information to childcare providers about the dangers of secondhand smoke (SHS) and the health effects in children, to encourage providers to talk to parents about those dangers, and support the law within their agency.

## KEY MESSAGES

1. Secondhand smoke is harmful to your health.
  - SHS is the combination of smoke from the end of cigarettes, pipes or cigars and the exhaled smoke from smokers, containing over 4000 chemicals of which 50 are known to cause cancer and 5 that negatively impact childhood development and reduce fertility in both males and females (Cal EPA, 1997).
  - An estimated 9-12 million American children under the age of 5 are exposed to SHS in their homes (AMA, 1993).
2. Secondhand smoke causes serious health effects in children.
  - Young children are especially vulnerable to health consequences of SHS: low birth weight, SIDS, ear infections, new cases of asthma, bronchitis and pneumonia (Cal EPA, 1997).
  - Parental smoking is an important preventable cause of illness and death among children in the U.S. resulting in approximately 6000 children dying each year from a variety of diseases and fire-related injuries (Aligne & Stoddard, 1997).
3. You can help.
  - Post signs in your agency and discuss the law with staff, co-workers and parents.
  - Childcare providers have a unique opportunity to educate parents about the health hazards of SHS and encourage parents to prohibit smoking inside their homes and cars to keep their children healthier.
  - Give the parents a pamphlet on the health effects of SHS in children and offer to discuss it with them.
  - If the parents smoke, give them the number for the California Smokers' Helpline; suggest they smoke away from their children, and if comfortable, suggest they consider quitting.

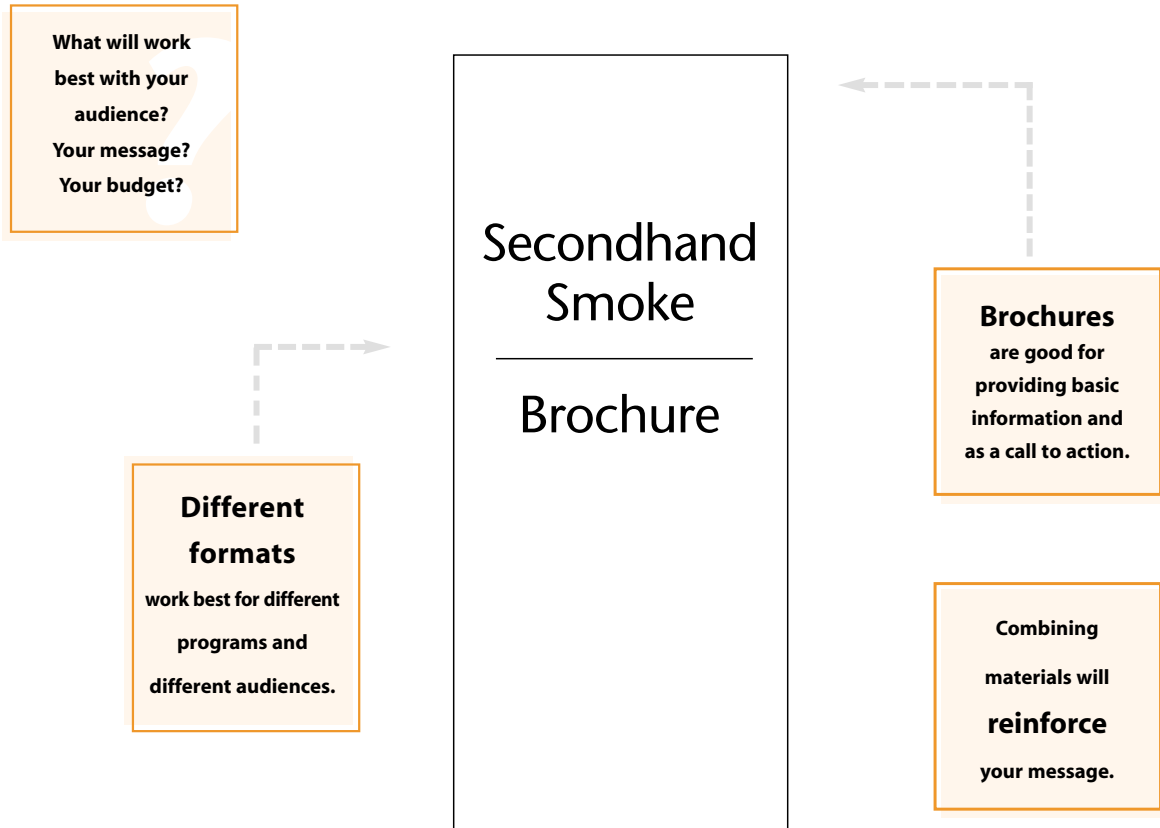
Be selective – limit messages to **2-3** for best retention.

**tip:**

Use your assessment to respond to the needs and concerns of your audience.

# 2

# Choose a Format



**tip:**

Talk to your production team (printer, copier, etc.) when you begin the development process to review format options and pricing.

# 3

# Create a Draft

**Keep it simple—**  
shorter sentences and phrases are easiest to understand.

Secondhand smoke causes serious health effects in children.

Children exposed to secondhand smoke have more colds and serious illnesses, and miss more school days than other children.

Serious illnesses include:

- pneumonia
- bronchitis
- asthma
- ear infection

Women who smoke while pregnant risk having babies:

- with low birth weight, and
- that may die from SIDS (Sudden Infant Death Syndrome).

Children are more at risk from the harmful effects of secondhand smoke because their bodies are still developing.

## You Can Help

Support the law  
Federal law 20 U.S.C. 6083(b) makes it illegal to smoke in any indoor space used for health care, day care, or early childhood development.

- Post signs and information at your agency about the law.
- Talk with staff or co-workers about how you can support the law.

## Talk to parents

Childcare providers have the unique chance to teach parents about the dangers of secondhand smoke.

## Tips:

- 1 Give parents a brochure on the dangers of secondhand smoke and offer to discuss it with them.
- 2 Encourage parents to not allow smoking inside their homes and cars to keep their children healthier.
- 3 If parents smoke, give them the number of the California Smokers' Helpline for information and help quitting.

## Resources

For more information and resources on secondhand smoke contact any of these agencies:

American Lung Association  
800-LUNG-USA (800-586-4872)

American Cancer Society  
800-ACS-2345 (800-227-2345)

Your Local Health Department  
Their number can be found in your phone book under the Government pages.

For help quitting smoking:

California Smokers' Helpline  
800-NO-BUTTS (800-662-8887)

Nicotine Anonymous  
800-642-0666

Or, speak with your health care provider.

This brochure was developed by TECC with funds provided by Proposition 99 through CDHS.

**What tone will your audience respond to best?**

**Humorous?  
Alarming?  
Encouraging?  
Matter-of-fact?  
Hip and Cool?**

**Pull quotes, messages and testimonials add emphasis and interest.**

**Always keep the tone respectful & non-judgmental and write for the reading level of your audience.**

**tip:**

Citations lend credibility and allow for further research. Depending on the format, cite your sources for factual information on the piece or keep on file in your office.

# 4

# Design Layout

Limit fonts to 2-3 using consistent styles for headlines, subheads and text.

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- Serious illnesses include:
  - pneumonia
  - bronchitis
  - asthma
  - ear infection
- Women who smoke while pregnant risk having babies:
  - with low birth weight, and
  - that may die from SIDS (Sudden Infant Death Syndrome).

*Children are more at risk from the harmful effects of secondhand smoke because their bodies are still developing.*

## You Can Help

- **SUPPORT THE LAW**  
*Federal law 20 U.S.C. 6083(b) makes it illegal to smoke in any indoor space used for health care, day care, or early childhood development.*
  - Post signs and information at your agency about the law.
  - Talk with staff or co-workers about how you can support the law.
- **TALK TO PARENTS**  
Childcare providers have the unique chance to teach parents about the dangers of secondhand smoke.

### TIPS:

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Use bold, concise headers for emphasis.

Include plenty of white space to increase readability.

**tip:**

Use a professional designer when possible—it's worth the cost.

# 5

# Add Graphics and Images

A little color can add a lot of impact.

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Stay consistent—use similar colors and image styles throughout your design.

Choose images and graphics that will reinforce your message.

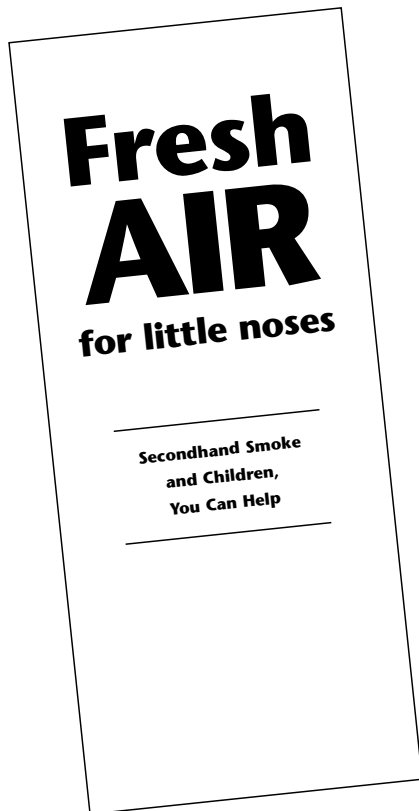
**tip:**

You can find low or no cost graphics and images online or in reasonably priced CD sets.

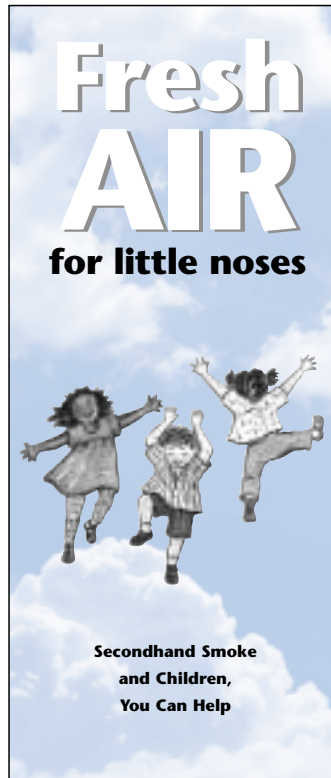
# 6

# Production

**Small budget**  
option—  
photocopying on  
colored paper.



Work with a  
professional printer  
for large jobs and  
**best quality.**



Work with a local copier  
for color copying,  
special papers and  
**better quality.**



**tip:**

If your information is dated or will be updated shortly, an inexpensive option may be best.