

Material Development Checklist

Use this checklist to assist you with the preparation and completion of your material development activities. If you have any questions along the way, please contact TECC Material Development Team at 800-258-9090, x141 or x222, or submit a technical assistance request online at www.tecc.org, just click “Get Development Assistance” in the left navigation bar.

Identify Your Intended Audience

- Who will use or read the material?
- What is their general knowledge, attitudes and behavior related to tobacco use?
- What is their age or age range, gender, ethnicity, socio-economic status, education and literacy level, sexual orientation and spoken language?

Define Purpose

- What do you want your material to accomplish?
- How and where will it be used? – *Helps to determine best format.*
- Outline material goals and objectives: increase awareness or knowledge; change attitudes; or, change behavior.

Examine Your Budget and Develop a Timeline

- Get estimates from writers, designers, printers and/or others, as necessary
- Determine other costs (i.e., testing activities)
- Develop a timeline – *Working backwards to the beginning can be helpful.*

Check Existing Material

- Complete search for similar material – *Contact TECC Resource Library staff for assistance at 800-258-9090, x161 or x160.*
- Determine whether to adapt an existing material or develop new material

Adapt Existing Material

- Determine and clear all copyright restrictions
- Make changes to the material to better suite your audience – *Don't forget graphics and photos.*
- Test material with intended audience and modify accordingly

----- OR -----

Develop New Material

- Construct key messages based on your intended audience and purpose
- Choose most effective format for audience – *Also consider your budget; printing costs can vary greatly.*
- Create original draft using tone, style and literacy level that resonates with your intended audience
- Include reference information for all facts and statistics cited (include in piece or keep on file) – *Use a consistent style (e.g., Chicago Manual of Style).*

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Develop New Material (Cont.)

- Design your material; choose images and graphics that will reinforce your message – *Use a professional designer when possible; it's worth the cost.*
 - Pre-test with the intended audience using focus groups, interviews or surveys
 - Modify material based on test results
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Get Copyright Releases

- Get CTCP copyright releases from writer(s), designer(s), and/or photographer(s)
- Get receipts for purchased photos/graphics (even if purchased by a designer).
- Get photo/model releases from everyone who is recognizable in photos taken by you or a contractor. Parents must sign for children younger than 18.

Have Material Printed

- Complete final read-through to ensure accuracy
- Provide printer a hardcopy and digital file of the material
- Examine printer proof prior to final print run

Distribute Material

- Where does your intended audience receive services?
 - Where does your intended audience congregate?
 - Who are the community partners working with the same audience?
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Submit Material to TECC

- Two originals of the developed material (one for catalog review and one for the Resource Library collection)
- Completed Material Intake Form (MIF) or OTIS Material Development Form
- Results of testing the material with the intended audience
- Signed CTCP Copyright Release for all subcontractors including writers, designers, photographers and artists
- Signed Model Release for anyone who is recognizable in photos used
- Receipts/invoices for any stock photos or graphics purchased

(Also, please have the artwork files in original design program, image files and fonts available if requested. If using a professional graphic designer, request these files from them before development is complete.)

You can find all needed forms and additional material development resources at www.tecc.org.