

Tobacco control resources: Quality criteria framework summary



The purpose of this summary is to list all the mandatory requirements which are required elements for each new resource. This will ensure effective management of tobacco control resources. The criteria have been developed in consultation with tobacco control sector representatives and Cognition Education.

The full criteria can be found [here](#).

1. Tobacco control resources contribute to the Smokefree 2025 goal

- The resource shows its alignment with Smokefree 2025 by using one or more of the Smokefree/Auahi Kore 2025 logos.
- The resource aligns with other key activities in the tobacco control sector (eg, policy, research, marketing campaigns, cessation support).
- Resources for cessation align with *The New Zealand Guidelines for Helping People to Stop Smoking*.

2. Tobacco control resources are responsive to their audience

- The organisation developing new resources can clearly state the intended audience(s) for the resource and the purpose of the information contained in relation to the audience(s).

3. Tobacco control resources address health literacy

- The resource matches the health literacy levels and literacy skills of the priority audience.

4. Tobacco control resources convey accurate and relevant content

- The key messages are factual and consistent with Smokefree 2025 key messages and related government policies.

5. Tobacco control resources are well designed

- The imagery and content adheres to legislation regarding cultural and intellectual property.

6. Tobacco control resources are well managed

The resource:

- a. Includes the date of publication
- b. Includes the date of any revision
- c. Incorporates unique identifiers such as an ISBN number and a Health Education catalogue number, which are placed in a consistent location on the page and appropriately sized relative to the text.

7. Tobacco control resources support continuous improvement

- The resource remains relevant to the purpose of Smokefree 2025 and the needs of the audience.
- The resource is updated when there is a major policy change or new research relating to it.
- The resource is updated or deleted if it loses relevance for the audience.

