Guidelines for Materials Technical Assistance

The Tobacco Education Clearinghouse of California (TECC), a project of ETR, is a statewide technical assistance (TA) provider that supports the development and distribution of effective educational materials for projects funded by the California Tobacco Prevention Program (CTPP). **All approved TA services are FREE to projects funded by CTPP.**

Please review this document for details about the types of TA that TECC offers, estimated TA timeframes, and more.

TYPES OF TECHNICAL ASSISTANCE

Approved TA Types

- ☑ Customize and/or Adapt TECC Material
- ☑ Design
- ☑ Editing Content
- ☑ Pre-development Consultation
- ☑ Review Material & Provide Feedback
- ☑ Revisions after Consumer Testing
- ☑ Translation

May Need CTPP Approval

- ? Adaptation of TECC Material (with content or image changes)
- ? Design for a Guide, Report, or Toolkit that exceeds 10 hours of TA

Not Approved

- × Design for a PowerPoint Presentation, Letterhead, Website, or Evaluation Tool, or Translation of an Evaluation Tool

ESTIMATED TECHNICAL ASSISTANCE TIMEFRAMES

Timeframes may vary based on TECC's workload and project responsiveness.

Types of TA	First Draft	Revisions/ Final Files
Customize or Adapt a TECC Material Customize or adapt TECC.org materials to appeal to your intended audience.		
+ **Customize:** add a project name, contact information, and logo.	1–2 weeks	1–2 weeks
+ **Adapt:** make changes to content and images but keep the overall look and feel.	1–2 weeks	1–2 weeks
Design Graphic designers create professional materials relevant for your intended audience.		
+ Brochure, Fact card, Fact sheet/Infographic, Image, Poster, Rack Card, Resizing CTPP Media Asset, Signage, etc.	1–2 weeks	1–2 weeks
+ Guide/Report/Toolkit	2–4 weeks	1–2 weeks
+ Logo	4 weeks	2 weeks
Editing Content + TECC offers copy edits for your drafted content to help organize it for impact, improve readability, and ensure grammatical accuracy.	1 week	1 week
Pre-development Consultation + Participate in a virtual (~30 minute) brainstorming session with templates, samples, and other resources.	N/A	N/A
Review Material & Provide Feedback + TECC reviews the content and design of your material for compliance with health communication best practices and CTPP standards.	1–2 weeks	1–2 weeks

Types of TA	First Draft	Revisions/ Final Files
Revision after Consumer Testing + Get support with revising your educational material based on insights you gain from consumer testing.	1–2 weeks	1–2 weeks
Translation + TECC offers translation services for 4 educational materials, in up to 4 languages, per reporting period unless more are approved by CTPP.	1 week	1–2 weeks

GUIDELINES

To help technical assistance stay on schedule:

+ **TA requests for educational materials must align with your project's Scope of Work (SOW) under Educational Material Development or Media Activities.** Include your SOW activity number in MatTrack when submitting a TA request. Contact your CTPP Program Consultant to revise your SOW if the material is not currently included under Educational Material Development or Media Activities.

+ TECC can work on only one TA request at a time per project. Additional TA requests will be placed 'on hold' temporarily.

+ TECC will acknowledge your request within 2 business days.

+ Requests outside of TECC's scope or capacity may be declined.

+ Each TA request includes up to 10 hours of support. More time may require CTPP approval.

+ Materials must follow program requirements in Section 303 of the CTPP Policy Manual and ADA guidelines.
  - Refer to TECC's 4 Steps to Create Effective Educational Materials checklist.

PROJECT RESPONSIBILITIES

+ Provide key details in MatTrack to begin work on your material, including: TA type(s), format of material, primary audience, call to action, file format(s) needed, and any additional information that might be helpful for the development of your material.

+ If a TA request needs CTPP approval, the approval must be obtained before TECC can begin TA work.

+ Respond to TECC's messages within 7 business days.

+ Review drafts and final files within 2 weeks; assign an alternative contact if you are going to be unavailable for more than 2 weeks.

+ TECC may place your ticket 'on hold' if there's no response within 1 month or 'close' a ticket due to lack of response/if the request is no longer needed.

CTPP MEDIA UNIT ASSETS

Order your media assets from the CTPP Media Library before opening a TA ticket to ensure TECC receives files from the project or CTPP Media Unit to begin work.

CONSUMER TESTING

+ Projects are responsible for consumer testing new, adapted, customized, or translated materials before distributing them.

+ Projects must submit finalized materials, with consumer testing results, in MatTrack.

Questions?
Please email help@tecc.org.

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