

WHAT IS MatTrack?

MatTrack, short for material tracker, is an online platform that supports educational material and social media development for California Tobacco Prevention Program (CTPP)-funded projects. The two functions of MatTrack are: (1) Project Material Submission, and (2) Technical Assistance Requests.

Project Material Submission FAQ

Why do we submit our materials to TECC?

Submitting materials that are being used in the field, along with the consumer testing results, is a CTPP requirement that is included in each project's scope of work. Projects are asked to submit their completed educational materials to TECC using the MatTrack platform.

What happens after we submit our materials?

After you submit your completed material with consumer testing results, you will receive an email confirming your material submission. That email can be used for tracking and reporting requirements.

Some materials may be chosen by TECC's educational material experts and CTPP for statewide adaptation, to be included in TECC's online catalog.

What types of educational materials need to be submitted?

Projects should be submitting print educational materials that they intend to distribute in the community, such as posters, fact sheets, and brochures. Projects do not need to submit digital resources such as slide sets (e.g., PowerPoint), social media graphics, or advertisements. Additionally, projects do not need to submit event promotional materials.

Technical Assistance Requests FAQ

What is Technical Assistance (TA)?

TECC offers free TA to CTPP-funded projects to support the development of educational materials and organic (unpaid) social media.

Educational Materials: At any stage of material development, TECC can provide different types of TA, including editing, graphic design, and much more.

Social Media: Social media TA services include assistance with account set-up, creating social media plans, content review, and much more.

TECC can work on one active educational material TA request and one active social media TA request at the same time.

How will MatTrack be used for TA?

Any person on a CTPP-funded project can create an account and access MatTrack. Project users will be able to initiate a request for help with material development or social media by opening a TA ticket. Once a ticket is opened, all communication and file sharing about the TA request will take place within MatTrack.

If you would like to create a MatTrack account or have any questions, please email us at help@tecc.org.

WHAT IS MatBuilder?

MatBuilder, short for material builder, is a free online tool that allows TECC website users to personalize select TECC materials and create PDFs to download and save. For each material, you will have the option of changing colors, images, and languages. You will also be able to add custom contact information, copyright and/or ordinance information, and your project's logo on some materials.

Steps to use MatBuilder:

1. Log in to your free and secure TECC.org account.
2. Visit the MatBuilder page and click on the material that you would like to personalize.
3. Color and Image: Select your preferred color, image, or color/image combination. It is a good idea to think about your intended audience when considering your selection!
4. Language: Select your preferred language, again considering your intended audience.
5. Logo: Upload your organization's or project's logo and add it to the material by clicking on it. We recommend uploading multiple versions of the logo (e.g., full color, black, white, transparent background) so you can choose the logo that is the best fit for the material. Logo additions are not available on all MatBuilder materials.
6. Org Info: Personalize using your project's CTPP funding line, ordinance information, and/or your organization's contact information.
7. Click on the "FINISH" button to generate your personalized material.
8. Download your material as an "Office printing file" and/or "Professional printing file." When printing, TECC recommends using a slightly heavier or glossy paper for double-sided materials or for materials with lots of color.

If you have any questions about MatBuilder, please email us at help@tecc.org.

Note for CTPP-funded projects: If you would like to further personalize your material, (e.g., adding a second logo, altering colors, changing images) please submit a TA request on MatTrack.