

# PEARS Pointers: Reporting Indirect Activities in FFY19

March 28, 2019  
1:30-2:00 pm

## Facilitators:

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# Objectives

By the end of this session, participants will be able to:

- Identify which SNAP-Ed activities should be reported in the Indirect Activities module
- Differentiate between new and unique reach and estimate each type of reach accurately
- Decide when it is appropriate to add a site and when not to
- Find and use job aids to support your Indirect Activity reporting



# What should I report?

- What is Indirect Education?
- **Indirect education**, for SNAP-Ed purposes, is defined as the distribution or display of information and resources, including any mass communications, public events (such as health fairs), and materials distribution, which involve no participant interaction with an instructor or multimedia. Distribution of educational materials alone does not constitute an evidence-based intervention. Indirect education activities, or distribution of educational materials through indirect intervention channels, needs to take place within an evidence-based intervention.
- For EARS reporting, the term **indirect intervention channels** will be used to describe the medium of communication used for indirect education.



# What should I not report?

- No Direct Ed: Prior to FFY18 demographic information was required to report direct ed. If no demographics were available, the direct ed entry was entered as indirect ed. Now all direct ed should be entered into program activities regardless of the availability of demographic information.



# What should I not report?

- *Direct education* takes place when a participant is **actively engaged** in the learning process with an educator and/or interactive media **within an evidence-based intervention.**



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# Common Errors

- Direct Ed vs Indirect Ed
  - Taste Tests/Food Demos
  - HOTM materials
  - Health Fairs and large events
- Social Media vs Social Marketing
  - PEARS Social Marketing module



# Social Marketing – not the same as social media

- From SNAP-Ed Toolkit
  - Campaigns delivered to one or more SNAP-Ed market segments on a population basis, across a large geographical area (town/city, county, region/media market, statewide, multi-state, national). They are typically branded (with a name, tagline, visual logo, look-and-feel); communicate a common call to action; and are delivered in multiple complementary settings/channels, engaging intermediaries in those settings/channels and focusing on one or more priority behavior changes.



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# Unique vs New Reach

- Unique reach – reach for event being reported, e.g. attendees, participants, # of materials distributed
- New reach – attendees/participants/etc not counted in other entries
- When in doubt, leave New Reach blank



# Searching for sites in PEARS

- Enter the street number of the site
- Find the site with a matching address and name
- If you don't find the correct site, refer to your approved site list to check the address and name for the site you want



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# Adding a site

- Only SNAP-Ed approved sites should be entered. When entering an indirect activity you have the option to add a site, but when adding a site consider the following:
  - No billboard addresses
  - No websites
  - No aggregate sites
  - No place holders



# Job Aids

- CDPH Pears Resources:  
[https://ucanr.edu/sites/CDPH\\_PEARs/Tools\\_Resources/](https://ucanr.edu/sites/CDPH_PEARs/Tools_Resources/)
  - Printable Indirect Activities document
  - Days of Action data entry guides
    - RTYD and Healthy Snack Day



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# Questions?



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