

Adding Coalitions to PEARS

- Navigate to the **Coalitions page** (Track/Coalitions) <https://pears.oeie.org/track/coalitions/>.

Coalitions ⓘ

A coalition is a group of individuals and organizations that commit to joint action in adopting practices, supports and/or standards, typically for a longer period of time.

Use this module to report any coalitions active during the **current reporting year of October 1, 2017 - September 30, 2018**. Include SNAP-Ed Nutrition Action Councils (SNACs) or other relevant collective impact initiatives, but please **do not** report individual or single organization partnerships here. Instead, report those in the [Partnerships](#) module.

- Click on the Add **+ Add** button to report on a coalition.
- Note: Coalition entries can be copied in subsequent years for those that continue.

When deciding on Coalitions to report consider the following:

- A coalition is a **group** of individuals and organization from **multi-sectors** that commit to **joint action** typically for a **longer period**.
- Report a coalition, SNAP-Ed Nutrition Action Councils (SNACs) or other relevant collective impacts initiative that is planning for community-level change in policies or practices.
- Only report coalitions active during the **current reporting year**.
- Do not report individual or single organization partnerships here. Those should be reported in the **Partnerships** module.

Coalitions – General Information

General Information

Report a coalition, SNAP-Ed Nutrition Action Council (SNAC), or other relevant collective impacts initiative that is planning for community-level changes in policies or practices. Only report those active during the **current reporting year of October 1, 2017 - September 30, 2018.**

Coalition name *

Used to refer to this record.

Jurisdiction level *

Level at which this coalition seeks to make changes.

Unit *

The primary unit where this partner is located. Used to grant unit-level permissions in PEARS.

Assistance received from this coalition (choose all that apply) *

Assistance provided to this coalition (choose all that apply) *

In which of the following intervention types is this coalition involved during the current reporting year? (choose all that apply)

- Direct Education
- Social Marketing
- Policy, Systems & Environmental Changes

File Attachments

The first page is for the **General Information**: Complete the fields with the **red asterisk ***.

<p>Coalition name *</p> <input type="text"/> <p>Used to refer to this record.</p>	<p>Coalition name</p> <ul style="list-style-type: none"> This is the name you give the coalition. It should be something that helps you to refer back to the entry.
<p>Jurisdiction level *</p> <input type="text"/> <p>Level at which this coalition seeks to make changes.</p>	<p>Jurisdiction level</p> <ul style="list-style-type: none"> Select the level at which this coalition seeks to make changes, choosing from the following jurisdiction levels: <ul style="list-style-type: none"> Local (<i>Community, District, Parish, City, Town, County, Borough or region</i>), State, Territorial/Commonwealth, or Tribal.
<p>Unit *</p> <input type="text"/> <p>The primary unit where this partner is located. Used to grant unit-level permissions in PEARS.</p>	<p>Unit</p> <ul style="list-style-type: none"> The PEARS instructions refer to “unit where the partner is located”. However, please enter the “unit” or county where the coalition seeks to make changes. PEARS only allows for selection of one unit from the drop-down list. For a coalition working to make changes in multiple counties: <ul style="list-style-type: none"> it might be appropriate to report a “cluster” rather than a single county, the specific counties can also be added to the coalition name e.g. Obesity Prevention Task Force – Alameda, Contra Costa Additionally, a description of the multiple counties can be included in the Evaluation Section “Briefly describe any accomplishments of this coalition.” If multiple SNAP-Ed LIAs are participating in the same coalition, it is fine for each to report the coalition in PEARS. However, it would be helpful if the same “coalition name” were used so at the state level it would be possible to determine the total number of coalitions. Note: Coalition information is not included in the EARS report so the need to minimize “double counting” is less.

<p>Assistance received from this coalition (choose all that apply) *</p> <input type="text"/> <p>See list of options and definitions from the EARS Glossary in the gray box below.</p>	<p>Assistance received</p> <ul style="list-style-type: none"> Select one or more options that describe the <i>type</i> of assistance received from this coalition. If you do not receive assistance from this coalition, please select other and write in “none”.
<p>Assistance provided to this coalition (choose all that apply) *</p> <input type="text"/>	<p>Assistance provided</p> <ul style="list-style-type: none"> Select one or more options that describe the <i>type</i> of assistance provided to this coalition. If you do not provide assistance to this coalition, please select other and write in “none”.
<p>Types of assistance received/provided in the drop-down list</p> <ul style="list-style-type: none"> Advertising (includes marketing): <i>A commercial message promoting a specific behavior or product. Advertisements can appear in print or electronic publications, broadcast media, other electronic distribution (e.g., podcasts) and public media (e.g., billboards and signage in public areas).</i> Consulting: <i>For SNAP-Ed purposes, is the provision of expert advice related to a specific SNAP-Ed activity. For instance, a former hospital administrator may provide consulting services to an Implementing Agency that is developing partnerships with community clinics to provide nutrition education to patients.</i> Development: <i>Development refers to intervention or project development activities, such as curriculum adaptation.</i> Evaluation and tracking: <i>Evaluation and tracking assistance refers to services which facilitate the evaluation of programs and/or the tracking of participants engaged in them.</i> Funding: <ul style="list-style-type: none"> <i>Funding assistance received for SNAP-Ed activities describes financial support of activities or materials for which SNAP-Ed funds are not allowable, such as store shelving, or for which an agency does not have sufficient SNAP-Ed funding to purchase.</i> <i>Funding assistance provided to SNAP-Ed partners describes the use of SNAP-Ed funds for the support and implementation of SNAP-Ed activities.</i> Human Resources (*Staff or staff time): <i>for SNAP-Ed refers specifically to the use of staff or staff time for a specific activity.</i> Program Implementation (e.g., food and beverage standards): <i>Implementation, for the purposes of EARS, is the process of putting a SNAP-Ed plan’s activities into action through programs or interventions within the Eat, Learn, Live, Play, Shop, and/or Work domains.</i> Materials (publications, supplies, etc): <i>Materials assistance refers to the provision of deliverable materials, publications, or supplies which will be used in SNAP-Ed activities. Examples include printed signage for retail stores or food for cooking demonstrations.</i> Planning: <i>Planning assistance refers to activities related to planning SNAP-Ed interventions, such as design and content development for social marketing campaigns.</i> Recruitment (includes program outreach): <i>Recruitment assistance in SNAP-Ed refers to the recruitment of participants or partners to engage in SNAP-Ed. For instance, a food bank may help an Implementing Agency recruit pantries for participation in a healthy pantry PSE project. In the field, practitioners may refer to recruitment activities as program outreach.</i> Space (e.g., facility or room where programs take place): <i>Space, for partnership assistance reporting, refers to the physical space where an activity is held, such as a meeting room.</i> 	

<ul style="list-style-type: none"> • Technical services (e.g., a videographer producing videos for local SNAP offices): <i>Technical services in SNAP-Ed refer to the provision of services for specific technologies. An example is a videographer producing videos for local SNAP offices.</i> <p>Other (please describe)</p>	
<p>In which of the following intervention types is this coalition involved during the current reporting year? (choose all that apply)</p> <p><input type="checkbox"/> Direct Education</p> <p><input type="checkbox"/> Social Marketing</p> <p><input type="checkbox"/> Policy, Systems & Environmental Changes</p>	<ul style="list-style-type: none"> • Intervention Types with Coalition Involvement: Choose one or more of the intervention types that this coalition was involved in during the current reporting year. <p>Note: Social media ≠ social marketing. As described in the PEARS Social Marketing module social marketing campaigns are defined as being multi-level, coordinated initiatives that combine education, marketing, and public health approaches, including PSEs. Campaigns may be designed for statewide implementation or for locally defined priorities. They use specific, action-oriented messaging with a unified look and feel, memorable taglines or calls to action, and distinctive logos. They are delivered in multiple channels and include objectives for population and community goals, not solely individual behavior change.</p>
<p>File Attachments</p> <div style="border: 1px dashed gray; padding: 20px; text-align: center;"> <p>Select or drop files</p> </div>	<p>File Attachments (Optional)</p> <ul style="list-style-type: none"> • Attach any relevant documents or samples. • Click save and continue. Save and continue

<p>Coalition Members ⌵</p> <hr/> <p>Members in this Coalition + Add Member</p> <p><small>Add all members of this coalition, SNAC, or collective impact initiative.</small></p> <div style="border: 1px solid #ccc; padding: 10px; text-align: center; background-color: #f9f9f9;"> <p>No members have been added to this coalition.</p> </div> <div style="margin-top: 10px;"> <input type="text" value="Search"/> <input type="text" value="10"/> <input type="button" value="⌵"/> </div>	<p>Coalition Members</p> <ul style="list-style-type: none"> • Add all members of this coalition, SNAC, or collective impact initiative. • For each coalition member add the following: <ul style="list-style-type: none"> ○ Individual or organization name* ○ Member's sector of influence* ○ Type of member* ○ Member's primary site or organization (optional) ○ Member's role and resources*
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Coalition – Coalition Members

<p>Add Member</p> <hr/> <p>Individual or organization name *</p> <input type="text"/>	<p>Name</p> <ul style="list-style-type: none"> • Enter the name of the organization – or if no organization than the name of the individual.
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<p>Member's sector of influence *</p> <input type="text" value="-----"/> <p><i>See list of options from the drop-down in the gray box below.</i></p>	<p>Sectors of Influence</p> <ul style="list-style-type: none"> • From the drop down list, choose the option which best describes the sector that this member represents. • If you are truly unable to place a member under an existing option, choose "other (please specify)". Please limit the use of the Other category, as most members should fit within one of the options.
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- Member's sector of influence in the drop down list:**
- Agriculture
 - Commercial marketing
 - Community design
 - Education
 - Food industry
 - Government

- Media
- Public health and health care
- Public safety
- Other (please specify)

Type of member *

See list of options from the drop-down in the gray box below.

Type of member

- From the drop down list, choose the option which best describes this member.
- If you are truly unable to place a member under an existing option, choose “other (please specify)”. Please limit the use of the Other category, as most members should fit within one of the options.

Type of Member in the drop-down list:

- Agricultural organizations (includes farmers markets)
- Chefs/culinary institutes
- City and regional planning groups
- Early care and education facilities (includes child care centers and day care homes as well as Head Start, preschool, and pre-kindergarten programs)
- Faith-based groups
- Food banks/food pantries
- Food stores (convenience stores, grocery stores, supermarkets, etc.)
- Foundations/philanthropy organizations/nonprofits
- Government program/agency (Federal, State, local, etc.)
- Hospitals/healthcare organizations (includes health insurance companies)
- Human services
- Indian Tribal Organizations
- Labor/workforce development groups
- Media/advertising groups
- Parks and recreation centers
- Public health organizations
- Restaurants
- Schools (preschools, K-12, elementary, middle, and high)
- Schools (colleges and universities)
- Transportation groups
- Worksites
- Other (please specify)

<p>Member's primary site or organization</p> <div style="border: 1px solid #ccc; padding: 5px; width: 300px; margin-top: 10px;"> Search for a site </div>	<p>Member's Site – (Optional)</p> <ul style="list-style-type: none"> For this optional field, you can enter the member's site when located at a SNAP-Ed eligible site. If the partner is not located at a SNAP-Ed site, please <u>DO NOT</u> add non-eligible, un-approved sites into the PEARS SNAP-Ed site list. This <u>is not</u> a required data field and so it can be left blank.
<p>Briefly describe this member's role and any resources they provide to this coalition *</p> <div style="border: 1px solid #ccc; height: 150px; margin-top: 10px;"></div>	<ul style="list-style-type: none"> Briefly describe this Member's role and any resources they provide to the Coalition. <div style="text-align: right; margin-top: 10px;"> <div style="border: 1px solid #336633; padding: 2px 10px; display: inline-block;">Save</div> </div> <ul style="list-style-type: none"> Click save. <p>Note: Continue to ADD members until all coalition members have been entered.</p>

Evaluating partnerships is important to assess the health of the relationship and identify areas for improvement. Please review the list of [recommended partnership/coalition evaluation tools](#). If using an assessment tool, specify below and provide a brief description of results. **Note that formal assessments are not recommended until a partnership has been in place for at least six months.**

Wilder Collaboration Factors Inventory: *The Wilder Collaboration Factors Inventory (WCFI) is a research-tested assessment that allows stakeholders who are members of a collaboration or coalition to evaluate the strengths and areas for improvement within their partnerships. The WCFI measures 20 collaboration success factors, such as history of collaboration or cooperation in the community; appropriate cross section of members; and concrete, attainable goals and objectives.*

Butterfoss Coalition Effectiveness Inventory: *The Coalition Effectiveness Inventory is a diagnostic checklist for coalition members to assess coalition effectiveness, the strengths, weaknesses, and challenges of the coalition, and its stage of development. Scores can be summarized by section (participants, structures, and processes) and across partners to develop an improvement plan.*

CoalitionsWork Evaluability Assessment Tool: http://coalitionswork.com/wp-content/uploads/are_you_ready_to_evaluate_your_coalition.pdf

Levels of Collaboration Scale: *A common, validated survey item for measuring the degree of collaboration within a partnership or coalition. The data generated by this measure are often used as the basis for a network analysis.*

PARTNER Social Network Analysis: *The Program to Analyze, Record, and Track Networks to Enhance Relationships is a social network analysis tool that can be used to demonstrate how partners are connected, how resources are leveraged, and perceptions of partner characteristics. The tool includes an online survey tool and a social network analysis tool.*

Other - Qualitative Methods: *Focus groups and one on one interviews with coalition members can provide rich descriptive data about partners' perceptions of the functions, effectiveness, and characteristics of a collaboration. Content analysis of coalition communication and/or proceedings (such as meeting notes, member emails, or coalition policies) can also be used to describe and analyze the coalition's characteristics. Coupled with quantitative assessments or used on their own, qualitative techniques can be used to better understand the context, strengths, and challenges of a collaboration as perceived by its members.*

Evaluation

Evaluating coalitions is important to assess relationship health and identify areas for improvement. Please review the list of [recommended partnership/coalition evaluation tools](#) before completing this section. **Note that formal assessments are not recommended until a coalition has been in place for at least six months.**

Depth of relationship / level of engagement *

Select the option that most accurately describes this coalition as defined in the Evaluation Framework.

Assessment tool used to document level of active engagement of members *

Assessment tool used to document the level of influence *

Briefly describe any accomplishments of this coalition for the current reporting period *

<p>Depth of relationship / level of engagement *</p> <p>-----</p> <p>Select the option that most accurately describes this coalition as defined in the Evaluation Framework.</p>	<ul style="list-style-type: none"> Select the option that most accurately describes this coalition as outlined in the SNAP-Ed Evaluation Interpretive Guide.
<p>Depth of Organizational Relationship</p> <ul style="list-style-type: none"> Network: Organization has signed on as a member of a formalized nutrition education network, such as those supported by SNAP-Ed. There is ongoing dialogue and information sharing. Cooperator: Organization assists with information such as referrals, providing space, distributing marketing and client education materials, and hosting events open to the clients and community members. Coordination: Organization maintains autonomous leadership, but there is a common focus on group decision-making; emphasizes sharing resources to aid in the adoption of policy, systems, environmental changes, and associated promotion listed in MT5 and MT6. Coalition: Organization has longer-term commitment to join action in adopting nutrition or physical activity practices, supports and/or standards. Key characteristics include shared leadership, definition of roles, and generation of new resources. Collaboration: Organization contributes to joint activities and has identified personnel who help advise and make decisions about effective strategies and interventions. Key characteristics include a system with shared impacts, a consensus-decision making process, and formal role assignments. 	
<p>Assessment tool used to document level of active engagement of members *</p> <p>-----</p>	<p>Assessment Tool – active engagement</p> <p>If using an assessment tool to capture the level of active engagement of coalition members, specify the tool and provide a brief description of results. If no tool is used, simply select “None”.</p> <ul style="list-style-type: none"> None Wilder Collaboration Factors Inventory Butterfoss Coalition Effectiveness Inventory Coalitions Work Evaluability Assessment Tool Levels of Collaboration Scale PARTNER Social Network Analysis Collaboration Readiness Survey (RNECE) Other
<p>Brief description of results *</p> <p>-----</p>	<ul style="list-style-type: none"> If an assessment tool is used to assess active engagement, an additional field will appear to describe the evaluation results.

<p>Assessment tool used to document the level of influence *</p> <p>-----</p>	<p>Assessment Tool – level of influence If using an assessment tool to capture the level of influence of the coalition, specify the tool and provide a brief description of results. If no tool is used, simply select “None”.</p>
<p>Brief description of results *</p> <p>-----</p>	<ul style="list-style-type: none"> • If an assessment tool is used to assess the level of influence, an additional field will appear to describe the evaluation results.
<p>Briefly describe any accomplishments of this coalition for the current reporting period *</p> <p>-----</p>	<p>Briefly describe the accomplishments of this Coalition for the reporting period.</p> <p>If the coalition is working to make changes in multiple counties, this information can also be reported here.</p> <p>If the coalition is working to make changes in multiple SNAP-Ed eligible sites, this information can also be reported here.</p> <p style="text-align: right;">Save and continue</p> <p>Click save and continue</p>
<p>Meetings and Events ⓘ</p> <p>Optionally track past or upcoming meetings or events involving this coalition during the current reporting period of October 1, 2017 - September 30, 2018.</p> <p>Do you wish to report meetings and events related to this coalition? *</p> <p>-----</p>	<p>Meetings and Events (Optional)</p> <ul style="list-style-type: none"> • Optionally, you can track past or upcoming meetings or events involving this coalition during the current reporting period. • This is not a requirement for reporting coalitions in CA and therefore may be left as “no”. • Click save and continue. Save and continue • Mark as complete. Mark as Complete • If you choose to track meetings and or events related to this coalition, a pop-up box will appear for you to add in this information. (See <i>sample of information below</i>)

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Add Coalition Event

Meeting or Event Name *

Start Date *
mm/dd/yyyy

Start Time *

Purpose *

Notes & Accomplishments

Optional Section. Fields only marked with a red asterisk * are required if select option “Yes” to question “Do you wish to report meetings and events related to this coalition?”