



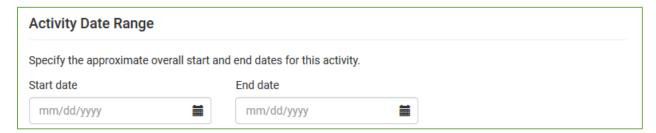
## Enter the name of the newsletter in the Title



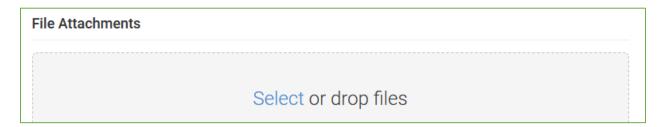
## Choose the Intervention Name that best fits the site or audience the newsletter is reaching



Using the dropdown choose the **county** for the site **where the newsletters are distributed**, do not choose the cluster name for the Unit.



## The activity date range is optional

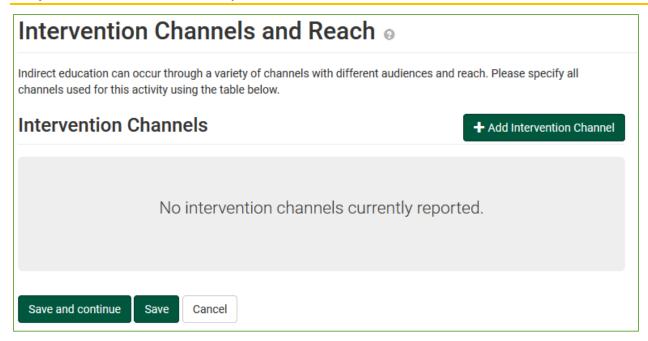


You may wish to attach a sample of the newsletter being distributed here



Click Save and continue

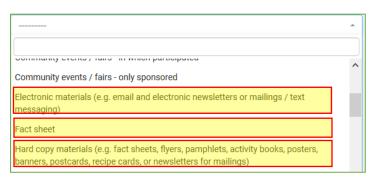




Click on the + Add Intervention Channel button to add sites and reach for the newsletter.



Using the dropdown for Intervention Channel, choose one of the following for the newsletter being distributed:





Briefly describe the newsletter

## **PEARS Indirect Activity Data**







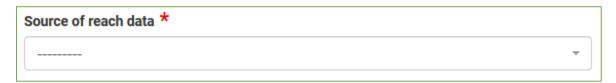
Using the list of SNAP-Ed sites, choose the first site within your county where the newsletters are distributed



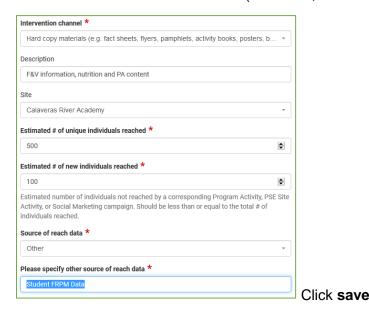
Enter the total number of individuals reached at this site only where the newsletters are distributed



Enter the estimated number of **NEW** individuals reached at this site only where the newsletters are distributed, these would be individuals that **have not been reached** by **any other intervention** (DE, PSE, SM).



Enter the source of the reach data. (If schools, use "Other" and enter Student FRPM Data)



Cancel





Listing of final entry for first site, continue to add sites and reach for each site distributing the same newsletter:





Other helpful tips to reduce the data entry workload

- If newsletters are distributed monthly, please enter them only once at the end of the year.
  - For example if a monthly newsletter is distributed for 10 months during the school year to all students in a school or several schools the user may enter the newsletter one time at the end on the year.
    - If the estimated Unique reach was 500 enter 5,000 (500 X 10 months) then enter the 100 Estimated New Reach. The new reach would remain the same since after the first distribution they would no longer be new individuals.

Using a tracking format similar to the one below throughout the year may be helpful:

Newsletter	Site	Unique Reach	New Reach	Month Distributed
F&V Newsletter	ABC School	500	250	Aug.
F&V Newsletter	ABC School	500	0	Sept.
F&V Newsletter	ABC School	500	0	Oct.
F&V Newsletter	ABC School	500	0	Nov.
F&V Newsletter	ABC School	500	0	Dec.
F&V Newsletter	ABC School	500	0	Jan.
F&V Newsletter	ABC School	500	0	Feb.
F&V Newsletter	ABC School	500	0	Mar.
F&V Newsletter	ABC School	500	0	Apr.
F&V Newsletter	ABC School	500	0	May
Totals for PEARS		5000	250	

Newsletter	Site	Unique Reach	New Reach	Month Distributed
F&V Newsletter	North South School	300	150	Nov
F&V Newsletter	North South School	300	0	Jan
F&V Newsletter	North South School	300	0	Mar
F&V Newsletter	North South School	300	0	May
Totals for PEARS		1200	150	