Indirect Activities

General Information

Title: _____

> This is the name you will give the Indirect Activity. Examples would be: Parent Newsletters/ Handouts-Go Glow Grow, Recipes from SHC

Intervention name: _____

Choose the statewide intervention or initiative most related to this activity. Please contact your organization's administrator if your intervention isn't in this list.

> For California, the Intervention Names are a condensed list of site settings based on the EARS site settings and 6 top level domains (Eat, Live, Lear, Play, Work, and Shop).

- **Before/Afterschool Programs** *(YMCA, Parks and Rec, Boys and Girls Clubs etc.)*
- **Early Care and Education** *(ECE sites, Head Starts, Pre-K sites etc.)*
- **Faith Places of Worship** *(Churches, etc.)*
- **Farmers Markets**
- **Food Distribution** *(FDPIR distribution sites, Food Pantries, Food Assistant sites, etc.)*
- **Health Care Services** *(Clinics, Hospitals, Family Resource Centers, etc.)*
- **Mass Media** *(this would be used in the case of a social marketing initiative)*
- **Learning Sites (Other)** *(Extension centers, Libraries, WIC Clinics, etc.)*

- **Places People Play** *(Parks, bicycle paths, Fairgrounds, etc.)*
- **Places People Eat** *(Summer meals, Restaurants, Soup Kitchens, etc.)*
- **Residential sites** *(Individual homes, rehab centers, group homes, etc.)*
- **Schools**
- **Senior Services** *(Congregate Meal sites, senior centers, etc.)*
- **Stores** *(Retail locations)*
- **Worksite and related** *(SNAP Offices, Military bases, Adult Education (TANF), etc.)*
- **Other** *(please specify)* If "Other" is chosen a new field will open below for you to enter the "Other" Intervention Name.

Unit: _____

In which unit/County does this activity primarily take place?

Activity Date Range

Specify the approximate overall start and end dates for this activity.

Start date: _____End date: _____

File Attachments – *if any*

1. _____
2. _____

Intervention Channels and Reach **Help**

Indirect education can occur through a variety of channels with different audiences and reach. Please specify all channels used for this activity using the table below.

Intervention Channels

Indirect education can occur through a variety of channels with different audiences and reach. Please specify all channels used for this activity.

Intervention Channel *See list below in gray box*	Site *Site where IE occurred*	Estimated # of unique individuals reached	Estimated # of new individuals reached	Source of reach data *Commercial, Survey, Visual, Other*

The "**unique**" individual's field is asking for the unduplicated number of people who were reached by the indirect activity, regardless of whether or not they were exposed to a connected program activity, social marketing campaign, or PSE site activity.

The # of **new** individuals reached by indirect activities is reported by site (when appropriate). Individuals not reached by another intervention at the site.

- **Articles**
- **Billboards, Bus/Van Wraps, or other signage**
- **Calendars**
- **Electronic Materials** *(e.g., email and electronic newsletters or mailings/text messages)*
- **Hard Copy Materials** *(e.g., Fact sheets, flyers, pamphlets, activity book, posters, banners, postcards, recipe cards, or newsletters for mailings)*
- **Nutrition education Reinforcement Items (NERI)** *(e.g. pens, pencils, wallet reference cards, magnets, door hangers, with nutrition message)*
- **Point-of-Sale or distribution signage** *(e.g. displays or window clings in retail stores)*
- **Radio**
- **Social media -** *Facebook, Twitter, Pinterest and blogs*
- **TV**
- **Videos -** *CD, DVD, and online video sites like YouTube*
- **Websites**
- **Other – Please specify**