

Programs Entered

Indirect Activity Tip Sheet

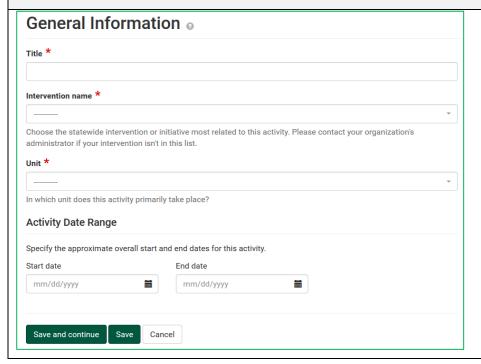
Indirect Activity Information PE/SRS Analyze ▼ **Program Activities** Overview Success Stories Indirect Activities Partnerships Coalitions **PSE Site Activities** Social Marketing Campaigns

Survey Instrument

Adding Indirect Activities

- Navigate to the Indirect Activities page (Track/Indirect Activities) http://pears.oeie.org/track/activities/
- + Add button to add a new activity Click on the Add

General Information

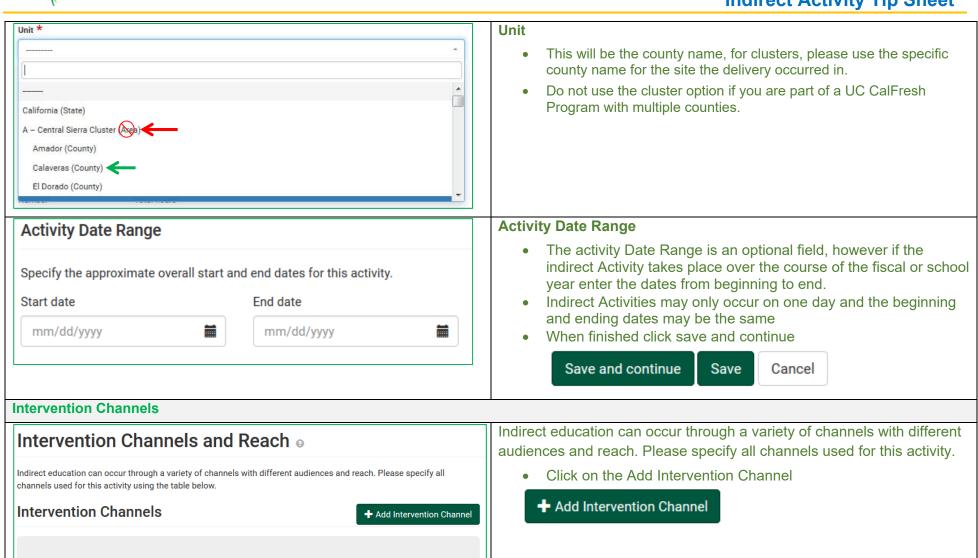


The first page is for the General Information: Complete the fields with the red asterisk *

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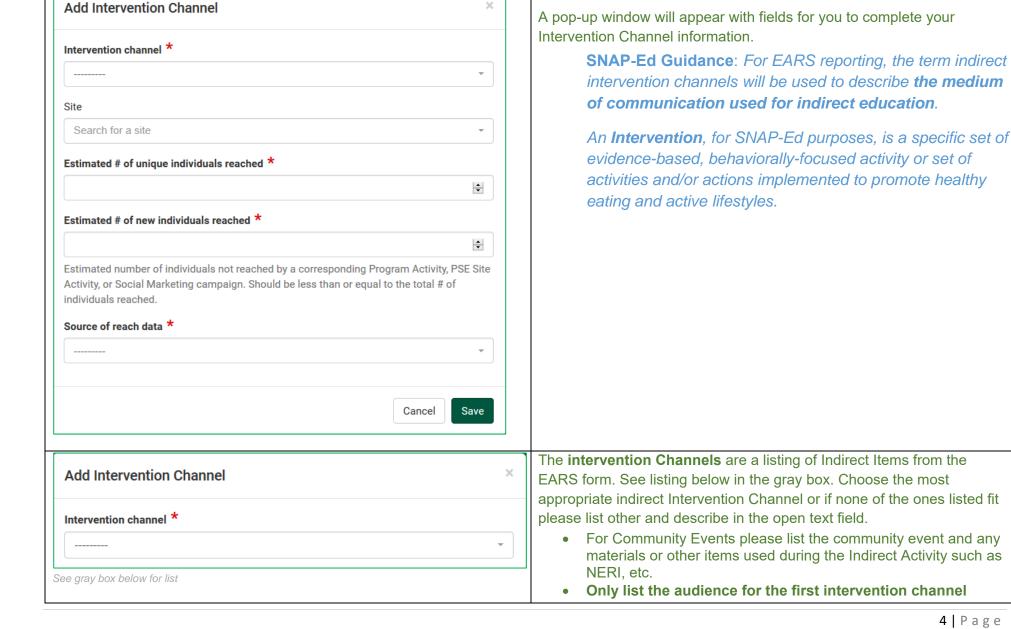
Title *	 Title This is the name you will give the Indirect Activity. Examples would be: Parent Newsletters/Handouts-Go Glow Grow Recipes from SHC
Intervention name * Choose the statewide intervention or initiative most related to this activity. Please contact your organization's administrator if your intervention isn't in this list. See gray box below for 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). Please refer to the shaded box below for a listing of intervention names
 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.

No intervention channels currently reported.



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Add Intervention Channel

Indirect Activity Tip Sheet

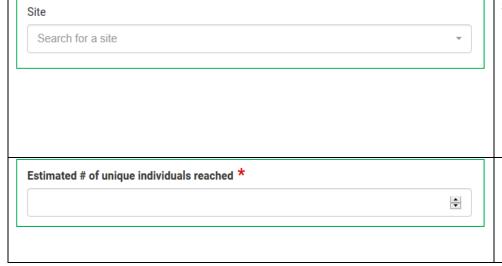
EARS Intervention Channels

- **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

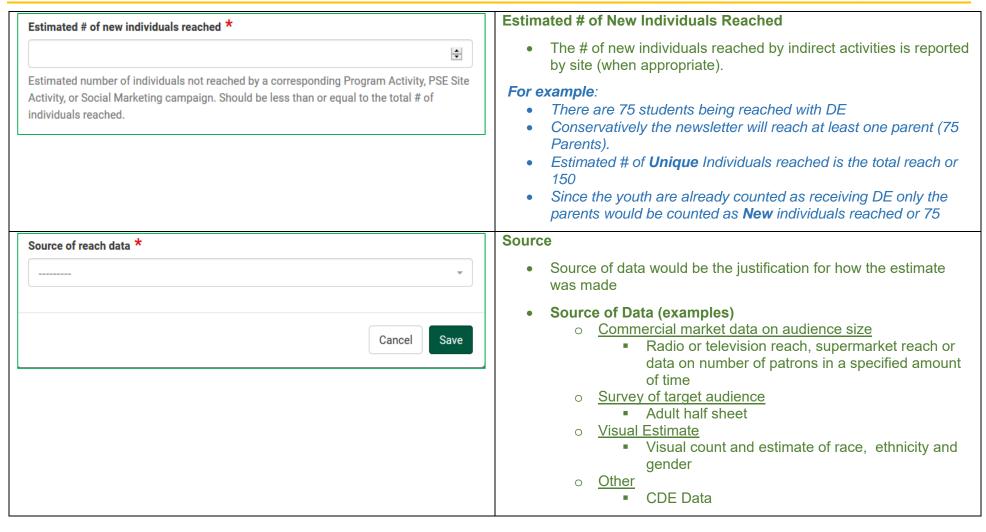


Site:

- Where did Indirect Activity occur?
- Keep in mind that Indirect Activities should be linked to another intervention such as DE. PSE or SM.
- Sites should be on the IWP SharePoint Site list to be used for Indirect Education
 - o For social Media or website leave site blank

Estimated # of Unique Individuals Reached

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.

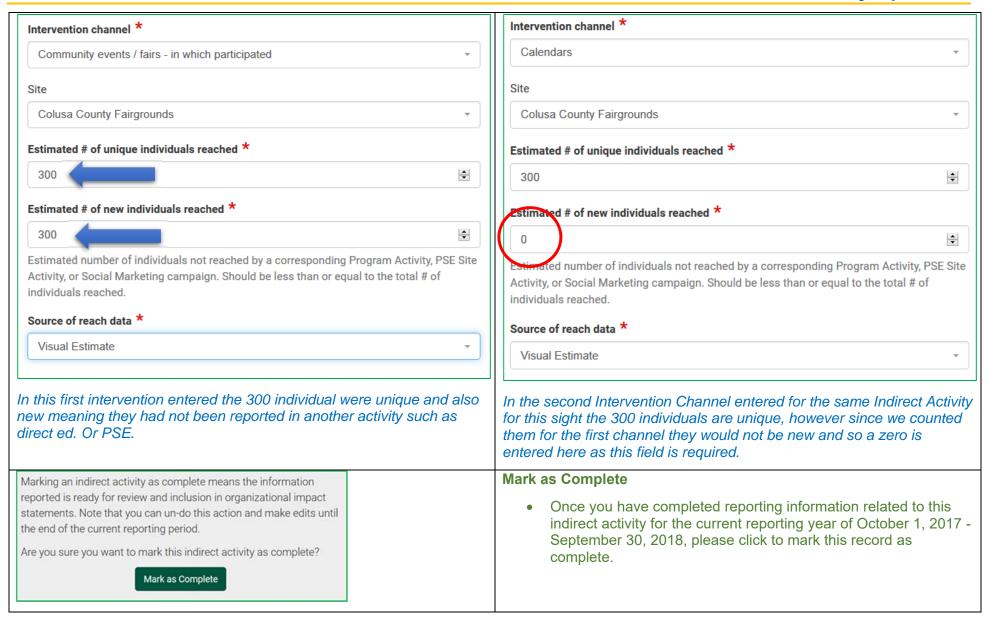


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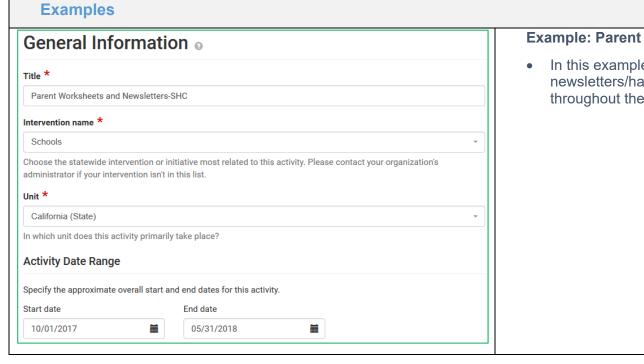
Channel	Site	Reach	Source	Actions
Other, please specify	Black Butte Elementary/True North (GrassRoots for Kids)	150	Other	© ×
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	Butteville Elementary	150	Other	Ø ×
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	Butte Valley Elementary	150	Other	Ø ×
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Black Butte Elementary/True North (GrassRoots for Kids)	75	Other	Ø ×
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Butteville Elementary	75	Other	Ø ×
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Butte Valley Elementary	75	Other	© ×

 Click Save and the pop-up window will close leaving the user with a listing of all of the indirect activities for this particular intervention or site.



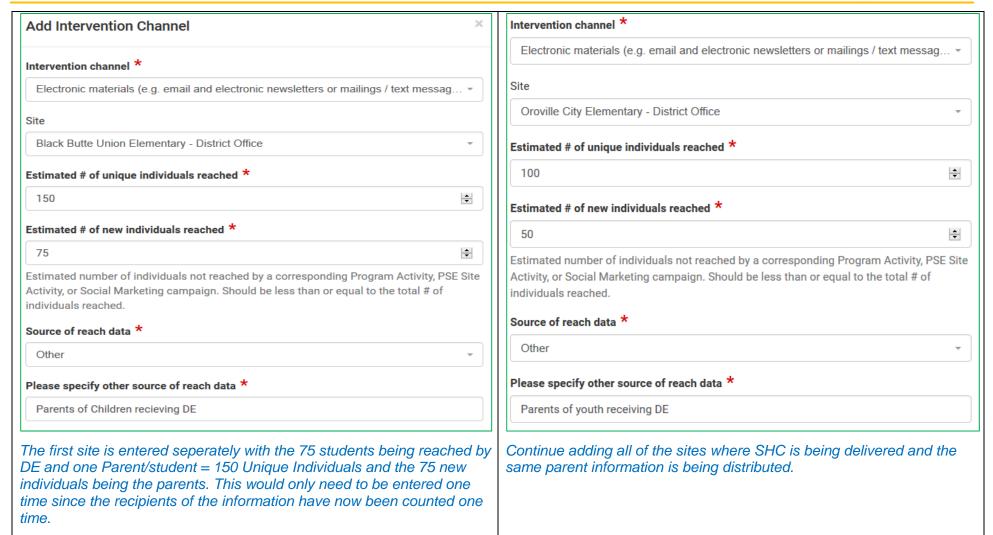


Indirect Activity Tip Sheet



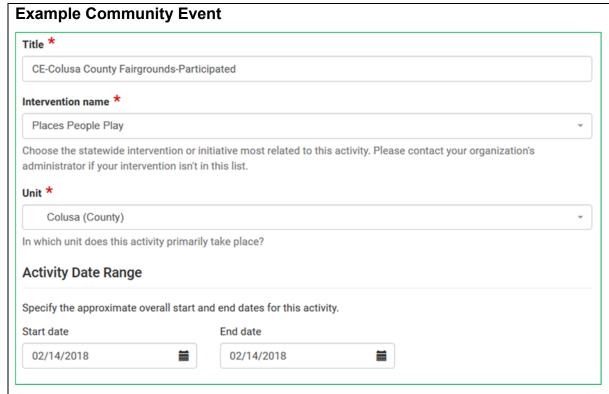
Example: Parent Newsletters, handouts, worksheets

 In this example several school sites are receiving newsletters/handouts related to Shaping Healthy Choices throughout the school year from October through May.





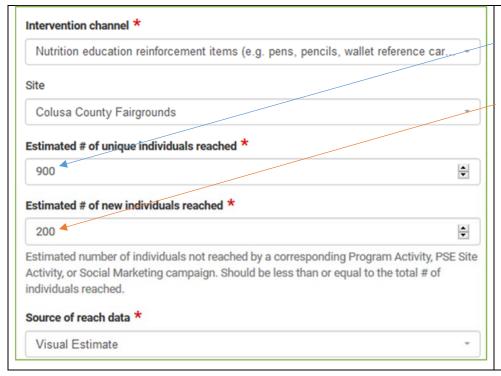




Community Events are somewhat complex in that it is not the event we are tracking but rather the types of indirect materials or interventions that are being provided at the event.

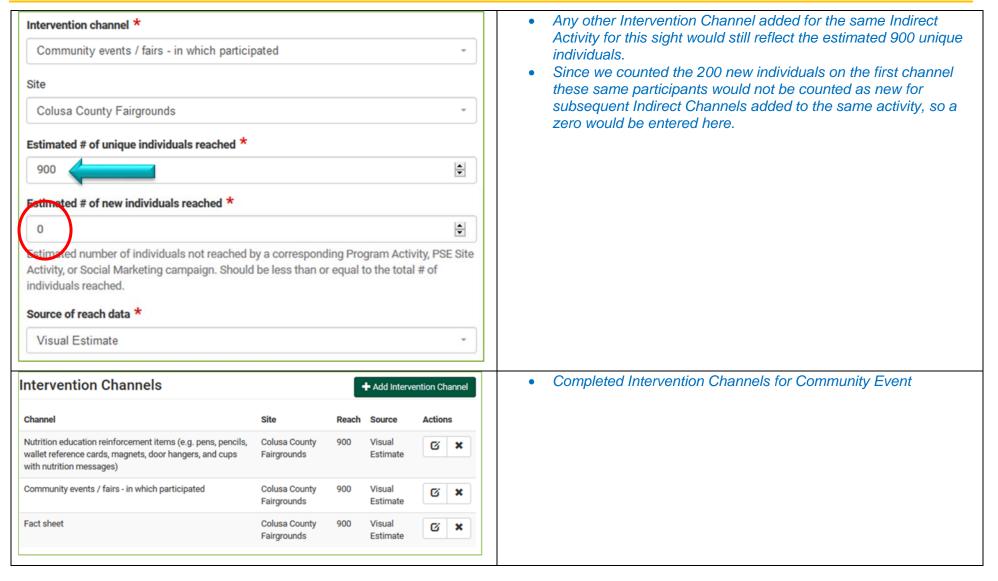
In this example we are entering information of a Community Event (CE) that occurred at the county fairgrounds where multiple schools (youth and parents) gathered for a health fair

Indirect Activity Tip Sheet



In this first intervention, the 900 individual were unique to the event meaning a total of 900 individuals were exposed the indirect activity provided.

Since many of the youth attending the event have been receiving DE in the classroom through the school, these 600 youth will not be considered new individuals, only the adults that participated in the event so the Estimated "New" reach would only be 200





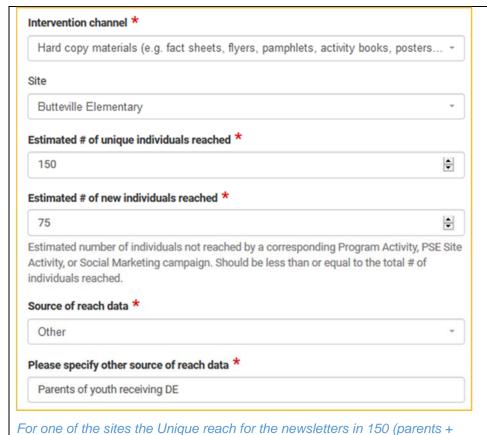
Calculating Reach

- Providing Direct Education with Shaping Healthy Choices in three separate school sites
 - o Each school site has three classrooms/groups participating with 25 students in each classroom.
- Students receive MyPlate Stickers and magnets during a lesson.
- Parent newsletters/worksheets are sent home three times during the school year to all classes/groups.

Channel	Site
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	Black Butte Elementary/True North (GrassRoots for Kids)
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	Butteville Elementary
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	Butte Valley Elementary
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- How many Intervention Channels are there?
 - Interventions = Two
 - Students receive NERI during a lesson.
 - Parent newsletters/worksheets
- In this scenario there are three separate schools providing Shaping Healthy Choices in three separate classrooms
 - Each Classroom has 25 students in the class
- A parent newsletter/worksheet is sent home with each of the students three times during the school year, reinforcing what the students are learning in the classroom and providing activities for the parent and student o complete together.
- At the end of the school year after the last newsletter has been sent you need to enter in this activity into the Indirect Module in PEARS.

Indirect Activity Tip Sheet



For the NERI, the unique reach is 75 students per site, however the new reach is zero since the youth are already being counted for the DE intervention.

Estimated number of individuals not reached by a corresponding Program Activity, PSE Site

Activity, or Social Marketing campaign. Should be less than or equal to the total # of

Nutrition education reinforcement items (e.g. pens, pencils, wallet reference car...

Students), the new reach is 75 counting only the parents

- What is the estimated # of Unique Individuals for each intervention channel?
 - NERI is for students only Total students in each site =3 classes X 25 students = 75
 - Newsletter is for both parent and student Total parent reach estimate = 75 + 75 students = 150
- What is the Estimated # of New Individuals for each intervention channel?
 - NERI is for students only Indirect Reach = 0 because students are already counted for DE intervention
 - The newsletter is for both the parent and the student Indirect Reach = 75 because only the parents are counted as new reach

Intervention channel *

Butteville Elementary

individuals reached.

Other

Source of reach data *

Students receiving DE

Estimated # of unique individuals reached *

Estimated # of new individuals reached *

Please specify other source of reach data *

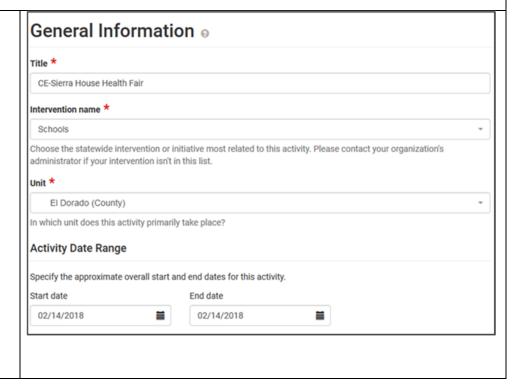
Site

75



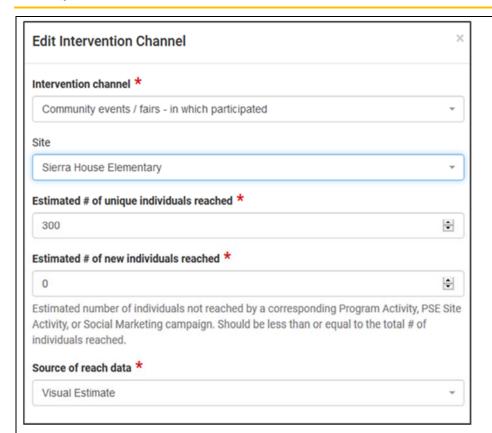
- Your program is participating in a Community Health Fair at a School Site
- Your booth has a wheel spin activity where participants can answer nutrition related questions and get a MyPlate Magnet, shopping list or stickers.
- There are activities for the family to create a MyPlate paper plate showing the food groups, and get information on Fruits and Vegetables (Flyers)
- There are handouts with information on food waste, low-sugar beverages and recipes for quick nutritious meals.
- You estimate that there are 300 individuals that stop at your booth and participate in one or more of the activities, most of the families are from the school where Direct education is offered in the classroom for students and there is a school garden.

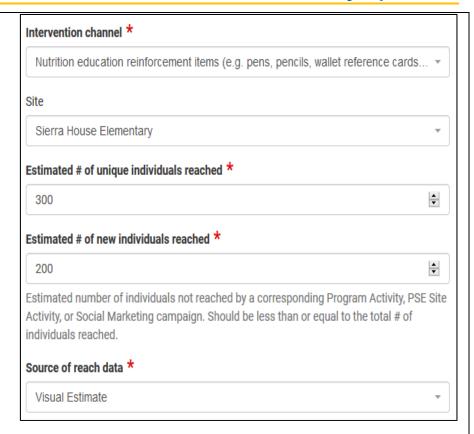
Total Sites	Total Students (estimate)	Total Adults (estimate)	Total individuals
1	100	200	300





Indirect Activity Tip Sheet





The Community Event is entered as one of the channels with the total individuals reached, but with a zero for new individuals reached as these same participants are counted in the NERI indirect Channel and do not need to be counted again.