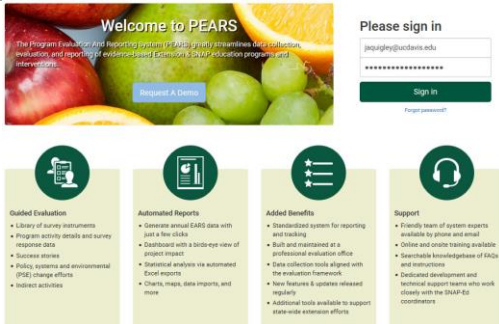


# CFHL, UC Indirect Activity Tip Sheet

## PEARS Indirect Activities Module

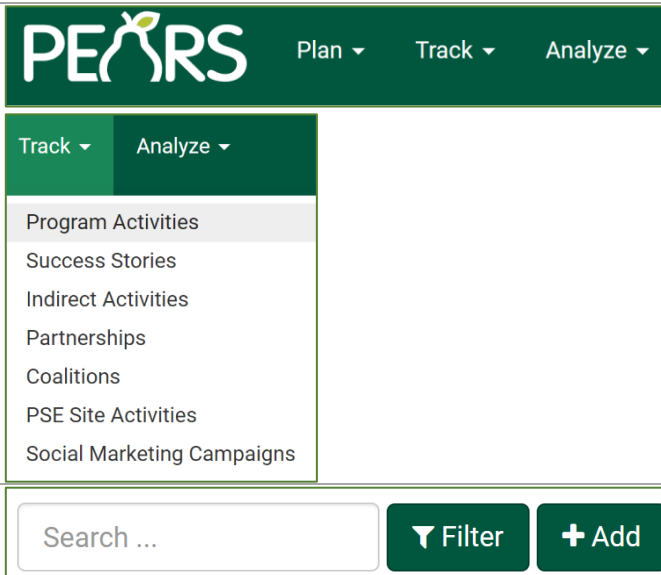


The PEARs Login Page can be found at the following link:

<https://pears.oeie.org/accounts/signin/>

If you do not have a PEARs User Account, please contact the CFHL, UC State Office at [uccalfresh\\_so@ucdavis.edu](mailto:uccalfresh_so@ucdavis.edu)

For further information regarding training and resources please go to the [CDSS PEARs Resources and References page](#). There are manuals for each of the PEARs Modules as well as a listing of training dates and out resource materials on this webpage.



"Track" is for recording the impact of your work. Here you can enter your program activities, success stories, indirect activities, PSE site activities, and partnerships.

Click on the down arrow to Access all of the options including Indirect Activities

To add an Indirect Activity, click on the "ADD" button to the right of your screen.

This will open a new indirect activity in the "General Information" Page.

# CFHL, UC Indirect Activity Tip Sheet

## Indirect Activity Module | General Information

### General Information

Please complete the basic Indirect Activities Module training prior to entering data into the PEARS data portal for your county.

*The General Information Page includes basic program information fields. Titles with a red asterisk (\*) are required fields and must be completed in order to save and move on to the next page of the activity.*

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

### Title \*

Title \*

This is the name you give your indirect activity.

One indirect activity may include multiple indirect activity channels under the same Intervention.

### Intervention Name \*

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

Please refer to the shaded box below for a listing of intervention names.

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>▪ <b>Before/Afterschool Programs</b><br/><i>(YMCA, Parks and Rec, Boys and Girls Clubs etc.)</i></li> <li>▪ <b>Early Care and Education</b><br/><i>(ECE sites, Head Starts, Pre-K sites etc.)</i></li> <li>▪ <b>Faith Places of Worship</b><br/><i>(Churches, etc.)</i></li> <li>▪ <b>Farmers Markets</b></li> <li>▪ <b>Food Distribution</b><br/><i>(FDPIR distribution sites, Food Pantries, Food Assistant sites, etc.)</i></li> <li>▪ <b>Health Care Services</b><br/><i>(Clinics, Hospitals, Family Resource Centers, etc.)</i></li> <li>▪ <b>Mass Media</b><br/><i>(this would be used in the case of a social marketing initiative)</i></li> <li>▪ <b>Learning Sites (Other)</b><br/><i>(Extension centers, Libraries, WIC Clinics, etc.)</i></li> </ul> | <ul style="list-style-type: none"> <li>▪ <b>Places People Play</b><br/><i>(Parks, bicycle paths, Fairgrounds, etc.)</i></li> <li>▪ <b>Places People Eat</b><br/><i>(Summer meals, Restaurants, Soup Kitchens, etc.)</i></li> <li>▪ <b>Residential sites</b><br/><i>(Individual homes, rehab centers, group homes, etc.)</i></li> <li>▪ <b>Schools</b></li> <li>▪ <b>Senior Services</b><br/><i>(Congregate Meal sites, senior centers, etc.)</i></li> <li>▪ <b>Stores</b><br/><i>(Retail locations)</i></li> <li>▪ <b>Worksite and related</b><br/><i>(SNAP Offices, Military bases, Adult Education (TANF), etc.)</i></li> <li>▪ <b>Other (please specify)</b> <ul style="list-style-type: none"> <li>○ If "Other" is chosen a new field will open below for you to enter the "Other" Intervention Name.</li> </ul> </li> </ul> |
|--|--|

### Unit \*

This is the County where the activity takes place not the cluster

# CFHL, UC Indirect Activity Tip Sheet

**Unit \***

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In which unit does this activity primarily take place?

### COVID-19 Impact

COVID-19 Impact

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This field is optional. Please follow the [Guidelines for Entering Interventions Impacted by COVID-19 in PEARS](#)

### Food Demonstration

Did this activity include a food demonstration/taste test?

Yes

What recipe(s) were used?

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This field is optional

Did this indirect activity included a food demonstration?

If yes, an additional texting field will open to enter the recipes(s) used.

### Intervention Topics

Intervention topics

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Select any intervention topics you are targeting with this indirect activity.

Using the dropdown choose the intervention topics the indirect activity is targeting, choose all that apply.

The Intervention Topics come from the [EARS Form](#).

### Activity Date Range

Activity Date Range

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

Start date                      End date

mm/dd/yyyy                      mm/dd/yyyy

This field is optional.

For activities that occur over time or repeat throughout the fiscal year the dates can be set for when the activity begins (MM/DD/YY) through the ending month or day.

### Comments

Comments

Optional. Use the field below for any additional comments about this Indirect Activity.

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This is an optional field and may be used if there is specific information the PEARS User wishes to document

### File Attachments

File Attachments

Optional. Upload files related to this Indirect Activity.

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Select or drop files

This is an optional field and may be used for flyers, documents, photo releases, or images of the activity.

# CFHL, UC Indirect Activity Tip Sheet

## Indirect Activity | Collaborators

### Collaborators ?

Add collaborators to give them access to make changes in this record only. Adding a collaborator does not give them any additional sitewide access permissions.

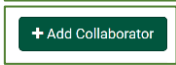
In the Collaborators section, the creator of a record can allow another user to view or edit the record. This section can also be used to give credit to other users who were involved and to describe their contribution.

If no collaborators need to be reported, click **Save and Continue** to go to the next section, or click **Save** to view the record details.



For more information on Collaborators click [here](#)

User	Contributor	View Only	View & Edit	Actions
Jennifer Quigley	✔	⊘	✔	✎ ✕



The initial screen will show the current user as a collaborator.

To add additional collaborators, click on the Add Collaborator button.

**Add Collaborator** ✕

**User \***

Was this user involved in performing the work described in this record?

**Access \***

View Only ✕ ▾

What role or contribution did this user offer in this record?

No. of Sessions

Cancel
Save

A pop-up window will appear with additional fields for the user to complete.

### User \*

**User \***

dere
▾

Derek Beins

Begin typing the name of a PEARS user that collaborated on this activity and choose the name from the list. Only users in your unit can be collaborators.

*Was this user involved in Performing the work described in this record?*

Was this user involved in performing the work described in this record?

Check this box if the user was involved in the delivery of this activity

## CFHL, UC Indirect Activity Tip Sheet

### Access \*

Access \*

View Only x v

Using the drop-down choose the type of access the collaborator will have to this record

### View | View & Edit

- Collaborators cannot delete record only the record creator or Data Manager can delete a record. *Data Managers are at the State Office Level.*
- Collaborator permissions may be edited or deleted at any time by the record creator.

### What role or contributions did this user offer in this record?

What role or contribution did this user offer in this record?

Optionally information regarding the role of the collaborator can be added.

### No. of Sessions

No. of Sessions

Optionally the number of sessions the collaborator is involved in can be added here.

Save and continue

Save

Cancel

Save and continue or Save and return later to complete the activity.

# CFHL, UC Indirect Activity Tip Sheet

## Indirect Activity | Intervention Channels and Reach

### Intervention Channels and Reach

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

[+ Add Intervention Channel](#)

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

To add channels click on the Add Intervention Channels

[+ Add Intervention Channel](#)

This will create a pop-up box **“Add Intervention Channel”** to enter in the activity channel information

### Intervention Channel \*

Intervention channel \*

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The intervention Channels are a listing of Indirect Items from the EARS form. See listing below in the gray box. Choose the most appropriate indirect Intervention Channel or if none of the ones listed fit please list “other” and describe in the open text field.

- For Community Events please list the community event and any materials or other items used during the Indirect Activity such as NERI, etc.

#### 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**

### Description

Description

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This is an optional field and may be used to describe the Intervention Channel in more detail like “Facebook Post of Fruits and Veggie”.

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### Site

Site

This is an optional field, however whenever possible CFHL, UC recommends that an eligible site be entered in order to type the Indirect Activity back to a DE or PSE site to show where comprehensive delivery is occurring.

- 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
  - For social Media or website leave site blank

### Estimated # of Unique individuals reached \*

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.

### Estimated # of New individuals reached \*

Estimated # of new individuals reached \*

*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 individuals reached.*

The # of "**new**" individuals reached by indirect activities is reported by site (when appropriate).

For example:

- There are 75 students being reached with DE
- Conservatively the newsletter will reach at least one parent (75 Parents).
- Estimated # of Unique individuals reached is the total reach or 150
- Since the youth are already counted as receiving DE only the parents would be counted as New individuals reached or 75.

# CFHL, UC Indirect Activity Tip Sheet

## Source of reach data \*

**Source of reach data \***

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Source of data would be the justification for how the estimate was made

Source of Data (examples)

- **Commercial market data** on audience size
  - Radio or television reach, supermarket reach or data on number of patrons in a specified amount of time
- **Survey of target audience**
  - Adult half sheet
- **Visual Estimate**
  - Visual count / estimate of audience
- **Other**
  - CDE Data

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	
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	
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	
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Butteville Elementary	75	Other	
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 activity channels for this particular Activity or intervention.

Marking an indirect activity as complete means the information reported is ready for review and inclusion in organizational impact statements. Note that you can un-do this action and make edits until the end of the current reporting period.

Are you sure you want to mark this indirect activity as complete?

**Mark as Complete**

Once you have completed reporting information related to this indirect activity for the current reporting year please click to mark this record as complete.