

# Agenda – March 2018 Town Hall Webinar

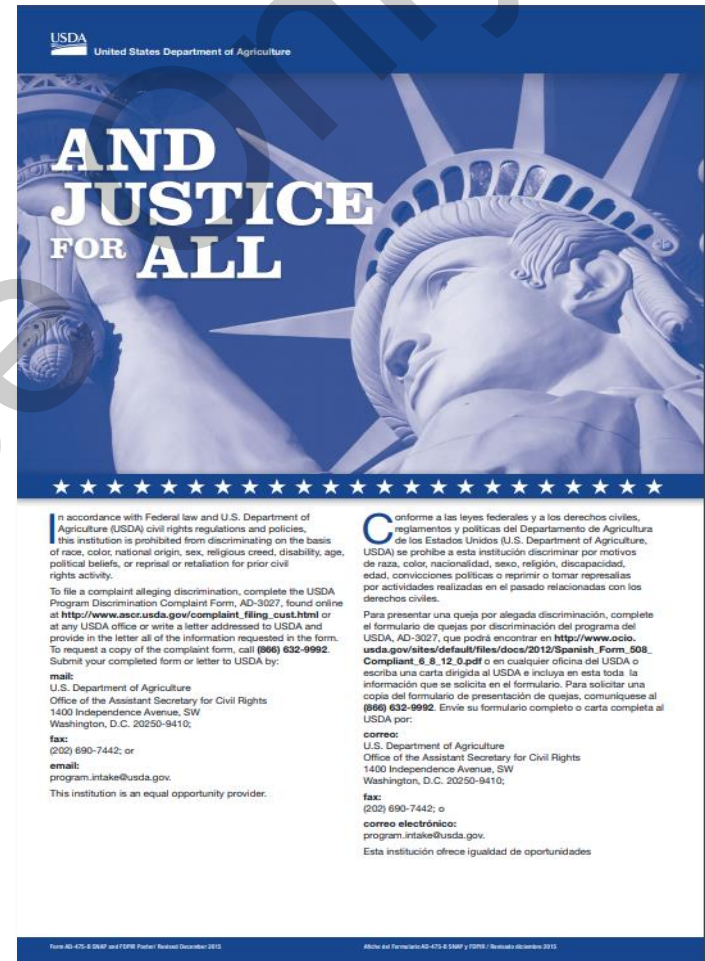
- 🌱 State Office Updates (0:01:02)
  - “And Justice For All” Poster Program Directive
  - Ordering Updates
  - Upcoming Meetings & Trainings
  - ReThink Your Drink Day! (0:16:19)
  
- 🌱 Follow-up to PEARS Program Activity (0:23:04)
  - School Demographics
  
- 🌱 Follow-up to PEARS Surveys (0:27:31)
  - FBC and PSSC pre and post surveys
  
- 🌱 PEARS Indirect Activity Module Overview (0:35:10)

# “And Justice for All” Poster (Form AD-475-B)

- 🌱 Program Directive 2018-05 issued.
  - All counties are required to have the poster visible for all program activities.
  - For SNAP-Ed, the Blue poster (AD-475-B) is required.

🌱 This is the same poster the State Office has previously provided to our counties.

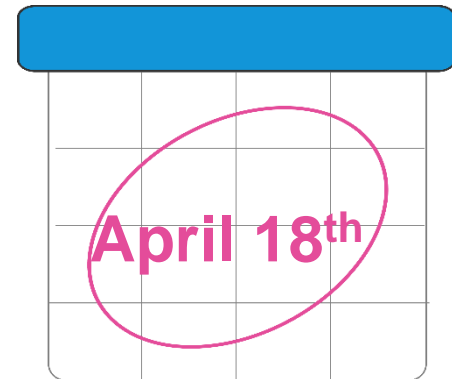
🌱 Contact State Office for additional copies.



**Questions? Contact:**  
Rolando at [rgpinedo@udavis.edu](mailto:rgpinedo@udavis.edu)

# Statewide Coordinated Ordering Updates

- ✿ We will be following up with questions we have and provide you with an opportunity to perform final review on your ordering request.
- ✿ **MARK YOUR CALENDAR:** Email will be sent April 18<sup>th</sup> to Program Contact



# Statewide Coordinated Ordering Updates

## Reminder about Nutrition Education Reinforcement Items (NERI) and SWAG:

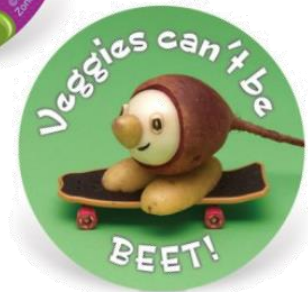
- ❖ **SWAG (Stuff We All Get):** *the purchase of SWAG items is not currently allowable.*
- ❖ Currently items listed as SWAG, and cannot be purchased for use as NERI, include, but are not limited to, *water bottles, finger nail clippers, pens, pencils, cups, tumblers, mugs, key chains, lunch boxes, stress balls, squeeze toys, hats, trinkets, shirts/clothing, commemorative items, and other non-essential items.*
- ❖ The items and guidance provided by the State Office as part of the Statewide Coordinated Ordering meets our requirements when used appropriately.
- ❖ Additional items for purchase at the county level which support UC CalFresh approve curricula and activities may be considered; **however, counties must check with the UC CalFresh State Office in advance of purchases.**
- ❖ For more information:
  - **UC CalFresh Program Directive 2012-04**
  - **Governor Brown's Executive Order**
  - **Presidential Executive Order**

# Statewide Coordinated Ordering Updates

Items programs can get at your county office level:

## 🍌 Learning ZoneXpress:

- Active Kids MyPlate Sticker Rolls
- Get a Kick Foodscape Sticker Rolls



## 🍌 UC CalFresh County Contact Labels

- Print in-house using **Avery 55164** (or 3 1/3" x 4" size)

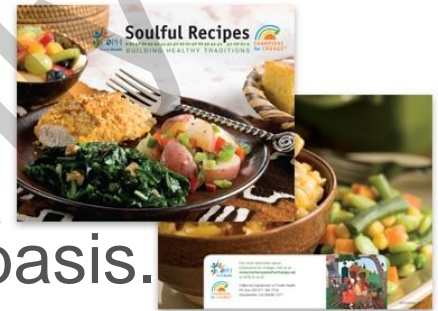


# Statewide Coordinated Ordering Updates

## Reminder about no-cost resources

### CDPH-NEOPB Web StoreFront

- No ordering cap. First-come-first-serve basis.
- Variety of items: paper bags, cookbooks, recipe cards, posters, stickers, etc.



### Leah's Pantry

- Recipe cards with link to [eatfresh.org](http://eatfresh.org).
- Available in English, Spanish, and Chinese



### Team Nutrition

- Print materials are available only to schools and child care centers that participate in the Federal Child Nutrition Programs.



**Questions? Contact:**

**Rolando at [rgpinedo@udavis.edu](mailto:rgpinedo@udavis.edu)**

# FFY 2018 Budget Adjustment Requests (BARs)

## Purpose:

- ✿ Allows LIAs to propose adjustments to approved UC CalFresh budget.
- ✿ Three different levels of approvals, depending on proposed changes:
  - UC CalFresh State Office
  - CDSS
  - USDA/FNS

## Timeline:

- ✿ BARs requiring CDSS and/or USDA/FNS approval are due to CDSS on **February 1** and **June 1**.

## Resources:

- ✿ Available on [CDSS SNAP-Ed SharePoint site](#):
  - [FFY 2018 BAR Submission Checklist](#)
  - [FFY 2018 BAR Form](#)
  - [BAR Training Webinar 2017](#)
  - [BAR Flowchart and Actions](#)
  - [BAR Process and Actions](#)

## Questions or Need Assistance?

- ✿ Contact: Lindsay Hamasaki  
[lmhamasaki@ucdavis.edu](mailto:lmhamasaki@ucdavis.edu)  
(530) 752-1856

# FFY 2019 UC CalFresh Budgets

FFY 2019 Budget Template available on CDSS SharePoint site- **estimated release date 3/22/18**

FFY 2019 draft budgets completed in SharePoint by **Friday, April 13, 2018.**

## Resources & Technical Assistance:

- FFY 2018 CF & FFY 2019 budget allocations
- FFY 2019 budget template “tip” sheet
- Current staff listing
- FFY 2019 In-State Travel list
- Curriculum worksheet
- \*Optional\* one-on-one meetings – Doodle poll

## Questions?

Lindsay Hamasaki

[lmhamasaki@ucdavis.edu](mailto:lmhamasaki@ucdavis.edu), (530) 752-1856



# UC CalFresh Trainings and Meetings Calendar

## UC CalFresh Trainings and Meetings Calendar

by [State Office](#) — last modified Feb 23, 2018 10:57 AM

Legend:



Click on the event name below to see details.

Today ◀ ▶ Tuesday, March 20 ▾

[Print](#) [Week](#) [Month](#) [Agenda](#) ▾

<b>Tuesday, March 20</b>	
8:30am	<a href="#">Three Steps to Wellness Policy Implementation Success Workshop - Riverside</a>
12:30pm	<a href="#">Town Hall Webinar</a>
<b>Wednesday, March 21</b>	
8:30am	<a href="#">Three Steps to Wellness Policy Implementation Success Workshop - Downey</a>
9:30am	<a href="#">ToP Accelerated Action Planning - Redding</a>
<b>Tuesday, March 27</b>	
1:00pm	<a href="#">School Food: Too Good to Waste</a>
<b>Tuesday, April 3</b>	
8:00am	<a href="#">CATCH Early Childhood (Pre-K) Training Academy - Riverside</a>
1:00pm	<a href="#">PEARS Office Hours</a>
<b>Wednesday, April 4</b>	
8:00am	<a href="#">CATCH Early Childhood (Pre-K) Training Academy - Riverside</a>
8:45am	<a href="#">School and Community Garden Workshop: Light Bulbs to Garlic Bulbs (Day 1)</a>
<b>Thursday, April 5</b>	
8:00am	<a href="#">CATCH Early Childhood (Pre-K) Training Academy - Riverside</a>
8:45am	<a href="#">School and Community Garden Workshops: Light Bulbs to Garlic Bulbs (Day 2)</a>
<b>Monday, April 9</b>	
1:00pm	<a href="#">All-Staff Meeting at UC ANR Conference</a>
<b>Wednesday, April 11</b>	
8:30am	<a href="#">Three Steps to Wellness Policy Implementation Success Workshop - Costa Mesa</a>
5:30pm	<a href="#">Advisor-Manager-Supervisor Meeting at ANR Conference</a>



# 2018 UC ANR Statewide Conference



April 9-12, at the Doubletree in Ontario

<http://ucanr.edu/sites/statewideconference2018/>

***Register before March 25!***

**EFNEP-UC CalFresh All-Staff Meeting**

**Monday, April 9, 1-5 PM**

Questions? Lyn Brock [rlbrock@ucanr.edu](mailto:rlbrock@ucanr.edu)

# 'Check-In' Webinar

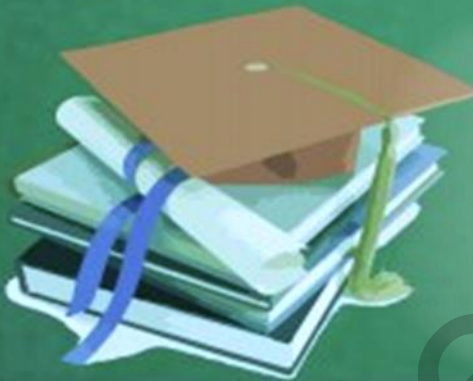
Behavior Guidance and Classroom  
Management Strategies for Guest Educators

**Tuesday, April 24**  
**2:30 PM to 4:00 PM**

More information:

[UC CalFresh Training Calendar](#)

Questions? Lyn Brock [rlbrock@ucanr.edu](mailto:rlbrock@ucanr.edu)





# Healthy Choices in Motion Online Training Now Available!

- Learn how you can use the physical activity curriculum *Healthy Choices in Motion* with students in 4<sup>th</sup> through 6<sup>th</sup> grade!
- The online training provides:
  - A brief orientation to inquiry learning
  - An overview of each module
  - Videos demonstrating the physical activities the students will engage in
  - A certificate of completion
- To access this training, please visit:

<https://www.openlearning.com/courses/healthy-choices-in-motion>

For more information, please contact Melanie Gerdes ([magerdes@ucdavis.edu](mailto:magerdes@ucdavis.edu)), or Anna Jones ([anajones@ucdavis.edu](mailto:anajones@ucdavis.edu)).





# CATCH ECE (Pre/K) Training Academy

April 3-5, 2018

**NEW LOCATION!!!**

**4210 Riverwalk Parkway, Riverside, CA 92505**

*An email was sent to all registrants on 3/19. Please email questions to Michele Byrnes ([mnbyrnes@ucdavis.edu](mailto:mnbyrnes@ucdavis.edu))*



# RETHINK YOUR DRINK DAY

On May 16, 2018, health advocates across the state will come together for the **first** annual Statewide Day of Action - **Rethink Your Drink Day** to raise awareness about the health effects of sugary drinks and the benefits of replacing these drinks with water. Rethink Your Drink Day is organized by CDPH's SNAP-Education Program. For more information, contact [Asbury.Jones@cdph.ca.gov](mailto:Asbury.Jones@cdph.ca.gov).

## Important Milestones

2/28

Introduction to Statewide Days of Action Webinar

3/28

Webinar - "Tips to Communicate Effectively"

[Register Here](#)

4/4

Registration Opens Online

4/16 - 4/30

Event-In-A-Box Toolkits for Rethink Your Drink Day Shipped

5/2

Webinar - Detailed Logistics for Registered Participants

5/16

**Rethink Your Drink Day!**

What Should I do now?

- Plan! Plan! Plan!
- Recruit Community Based Partners
- Register for RYD Day on (or after) April 4 at [RethinkYourDrinkDay.com](http://RethinkYourDrinkDay.com)
- Spread the word!!!!!!

Watch the [February 28, 2018: Rethink Your Drink Day Webinar Recording](#) (Link)





# PEARS

*Jennifer Quigley and Angie Keihner*

# Program Activity – School Demographics

Auto Calculate

🌱 Demographics for all eligible CA Public Schools have been uploaded to PEARS and are now available.

- Email was sent out *February 15, 2018*
- The PEARS Program Activity Tip sheet – *Updated*

• New tips for using demographics feature in PEARS have been added.

- Moving forward please stop entering the participant numbers into the comments.





# Using the New Demographics Feature

**Progress**

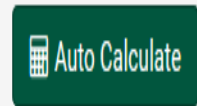
20%

- ✓ Program Activity Information
- ✓ SNAP-Ed Custom Data
- ✓ Demographics
- ✓ Attach Survey Instruments
- ✓ Mark as Complete

1

2

PEARS can compute the demographic makeup of participants automatically. To use this tool, first enter survey response data, or ask your administrators about using site-wide demographics as estimates.

 Auto Calculate

3

## Auto Calculate Using Site-wide Demographics

This method computes participant demographics based on the overall demographic makeup of the site Black Butte Junior High. Please enter the total number of participants.

**Total Participants \***

0

**This will replace existing demographic values. Are you sure?**

Yes

No

# Exceptions to Demographics

- 🌱 School Districts
- 🌱 Early Childhood Education programs serving participants <4.
- 🌱 Before/Afterschool programs

## DEMOGRAPHICS SECTION

- If this site / school has a **CDS code**, the Student **Demographics** are **not needed**.

For all **Pre-K, ECE, After-school and other youth** sites without a CDS code please complete

- **ALL** demographics as these are not part of the Department of Education Demographics data sets.

When completing the **Demographic** information below, the total number of students listed by **Sex** and **Ethnicity** must either equal the total number of students listed in **Box A** or 100%, if using percentages.

**Box A** ★

Total Students	<b>AGE by SEX</b>		<b>ETHNICITY</b>	
	0-4 *	5-17 *	Hispanic Latino	Not Hispanic Latino
	Male			
	Female			
<b>Totals</b>			<b>Totals Ethnicity</b>	

<b>RACE</b> <i>Choose all that apply, may use percentages here</i>				
American Indian/ Alaskan Native	Native Hawaiian/ Pacific Islander	Black/African American	Asian	White

# Demographics & Adding New School Sites

- ❁ If the site is a **new** public school recently added to the IWP Site List that is now being added to PEARS, you may get this error message

“**INACTIVE**”

Site \*

Apple Valley Unified - District Office

antelope mead

Antelope Meadows Elementary (INACTIVE)

8343 Palmerson Drive, Antelope, CA 95843-5195

The site you have selected is inactive. You cannot use an inactive site for new activities as it is considered to no longer be in use. If you have any questions or feel that the site should not be inactive, please contact your state administrator. X

# New School Demographics Feature

**QUESTIONS**

# PEARS Survey Update

- 🌱 FBC/PSSC Updated
  - Add Pre (Entry) AND Post (Exit)
- 🌱 Data entry is OPEN
- 🌱 Tip Sheet available

## Add Survey Instrument

Survey instrument template \*

Select ...

Select ...

- Adult Demographic Card
- Food Behavior Checklist - Entry
- Food Behavior Checklist - Exit
- Plan, Shop, Save & Cook Checklist Entry
- Plan, Shop, Save & Cook Checklist Exit

UNIVERSITY OF CALIFORNIA  
cal2fresh Nutrition Education

PEARS Surveys Tip Sheet

### PEARS Sign-in and UC CalFresh Contacts

Welcome to PEARs

Please sign in

- PEARs Link to log into system:  
<https://pears.oeis.org/accounts/signin/>
- If you have questions related to PEARs, please contact the State Office:
  - For PSEs reporting and Surveys contact
    - Barbara McNelly [bmcnelly@ucdavis.edu](mailto:bmcnelly@ucdavis.edu) or
    - Angie Keihner [akeihner@ucdavis.edu](mailto:akeihner@ucdavis.edu)
  - For Program Activities contact
    - Jennifer Outgley [jquigley@ucdavis.edu](mailto:jquigley@ucdavis.edu)
- You can also join the State Office team for PEARs Office Hours. Please check the UC CalFresh training calendar for the upcoming dates and webinar details.

### UC CalFresh Surveys in PEARs

- If you are collecting the following two adult pre/post surveys, you will enter the data into PEARs:
  - Food Behavior Checklist (FBC) pre/post surveys,
  - Plan Shop Save Cook (PSSC) pre/post surveys
- If desired, there is the option to enter
  - Adult Demographic Half Sheets
    - Enter each half sheet into PEARs and auto calculate the demographics (OPTIONAL)
  - Alternatively, these demographics can be aggregated by hand for Program Activity participants

**Questions? Contact:**  
Angie Keihner  
[akeihner@ucdavis.edu](mailto:akeihner@ucdavis.edu)

# Surveys

## QUESTIONS

# PEARS Indirect Activity Overview

PEARs Plan Track Analyze Jennifer

Track / Indirect Activities

## Indirect Activities

Search ... Filter Add

Indirect education is the distribution of information and resources, including any mass communications, community events, interviews, advertisements, and materials distributions that are not considered direct education or social marketing.

Use this module to report indirect activities during the **current reporting year of October 1, 2017 - September 30, 2018.**

- 🌱 Definition
  - EARS Glossary and FAQs
- 🌱 Adding a new Indirect Activity (*2 screens*)
  - General Information
  - Intervention Channels and Reach
- 🌱 Examples
  - Community Event
  - Parent Newsletters

# Indirect Activity - Definition

For SNAP-Ed purposes, Indirect education 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.

<https://snaped.fns.usda.gov/snap/EARS/EARSGlossaryFinal.pdf>



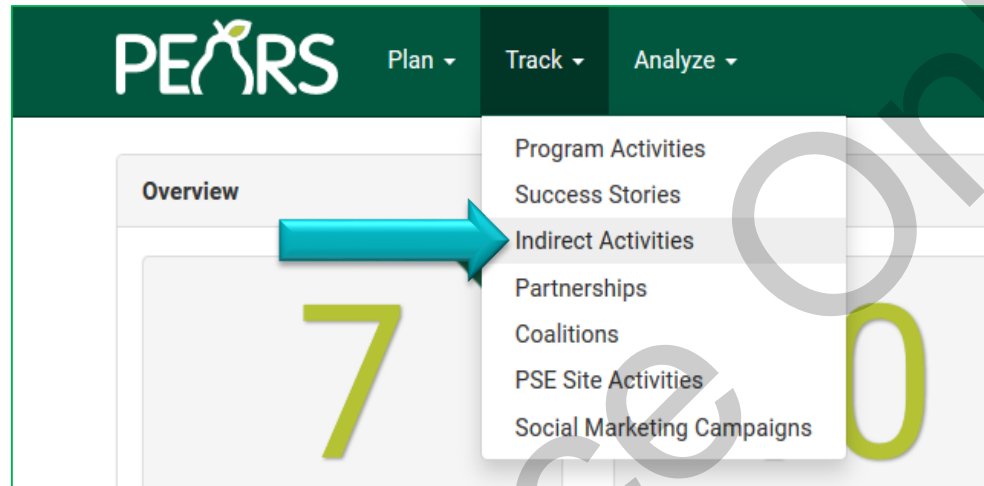
# Indirect Activity – EARS FAQ's

## SNAP-Ed Guidance - For FY 2018 and Beyond:

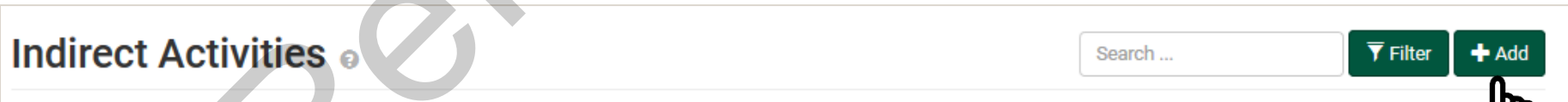
- ✿ ...The session [Indirect Activity] should be ***part of another intervention approach***, such as PSE, DE or SM. Please remember, all events need to be part of an **evidence-based** intervention.
- ✿ Distribution of educational materials alone is not an evidence-based activity.

EARS FAQ's

# Add Indirect Activity to PEARS



- 🌱 Add to the **Indirect Activities Page**
  - Track / Indirect Activities
- 🌱 Click on the Add **+ Add** button to begin adding a new activity



# Indirect Activity – General Information

**General Information** ?

**Title \***

**Intervention name \***

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

**Unit \***

In which unit does this activity primarily take place?

**Activity Date Range**

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

Start date

End date



## Title

- This is the name you will give your activity:

## Examples

*Parent Newsletters-SHC*

*Community Event – Sierra House Health Fair*



## Intervention Name

- For California, the Intervention Names are a condensed list of site settings.

# Indirect Activity – General Information

**QUESTIONS**

# 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](#)

No intervention channels currently reported.

[Save and continue](#) [Save](#) [Cancel](#)

### Progress

33%

- ✓ General Information
- ✓ **Intervention Channels and Reach**
- ✓ Mark as Complete

### Add Intervention Channel

**Intervention channel \***

-----

**Site**

Search for a site

**Estimated # of unique 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.

**Source of reach data \***

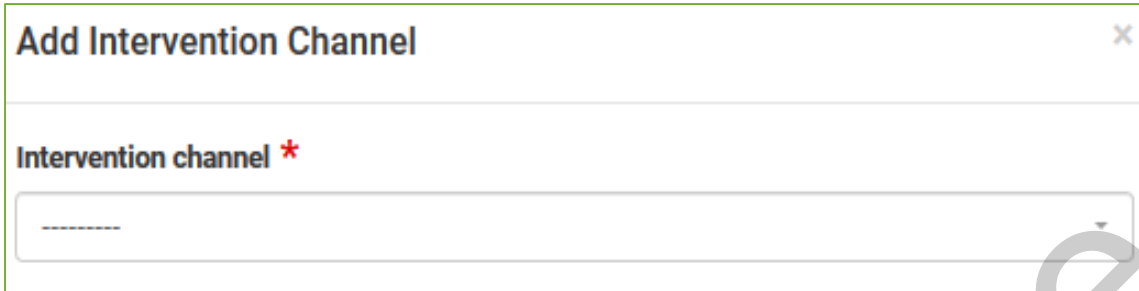
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[Cancel](#) [Save](#)

Click on the [+ Add Intervention Channel](#) button and a pop-up window will appear

# Add Intervention Channel

- 🌱 Intervention Channel
  - the PEARS dropdown list for Intervention Channel is based on the EARS Reporting Form (see below)



- A** = Articles
- B** = Billboards, bus/van wraps, or other signage
- C** = Calendars
- E** = Electronic materials (e.g. email and electronic newsletters or mailings/text messaging)
- H** = Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)
- N** = Nutrition education reinforcement items (e.g., pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)
- P** = Point-of-sale or distribution signage (e.g., displays or window clings in retail stores)
- R** = Radio
- S** = Social media (e.g., Facebook, Twitter, Pinterest, and blogs)
- T** = TV
- V** = Videos (includes CD, DVD, and online video sites like YouTube)
- W** = Websites
- O7** = Other – please specify: \_\_\_\_\_

# Add Intervention Channel



**Add Intervention Channel**

**Intervention channel \***

-----

**Site**

Search for a site

- Site is not required, but will help in linking this activity to the other interventions at the site
  - For FFY2018 we are requiring the site to be listed here.
    - *Exceptions would be for Social media, Websites, signage like billboards or bus wraps, text messaging, Radio/TV, PSA's, Videos like YouTube*

# Add Reach for Intervention Channel

Estimated # of unique 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.

- 🌱 # of **unique individuals** reached = total individuals reached by this indirect activity
- 🌱 # of **new individuals** reached = only NEW individuals reached (those not already reported in DE/Program Activities and/or PSEs)



# Parent Newsletter – Annual Reach Estimate

**Intervention channel \***  
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters... ▾

**Site**  
Harvest Elementary ▾

**Estimated # of unique individuals reached \***  
150 ▾

**Estimated # of new individuals reached \***  
75 ▾

Estimated number of individuals reached through this Activity, or Social Marketing campaign.

**Source of reach data \***  
Other

**Please specify other source of reach data**  
Parents of Youth receiving D

- There are 75 Students being reached with DE
  - Conservatively, the newsletter will reach at least one parent of each student (75 Parents).
- **Estimated # of UNIQUE** individuals reached = total reach or 150 (Students + Parents)
- The youth are already counted in the DE reach, therefore only 75 Parents would be counted in the **# of NEW** individuals reached

# Indirect Activity – Intervention Channels and Reach

QUESTIONS

# Community Event - Example

**Title \***

CE-Colusa County Fairgrounds-Participated

**Intervention name \***

Places People Play

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.

**Unit \***

Colusa (County)

In which unit does this activity primarily take place?


**Activity Date Range**

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

Start date                      End date

02/14/2018                      02/14/2018

# Community Event - Example

 *In this first intervention, the 900 unique individuals were reached at the event.*

- The total of 900 individuals were exposed the indirect activity provided, which is the # of Unique Individuals reached*

**Intervention channel \***

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

**Site**

Colusa County Fairgrounds ▾

**Estimated # of unique individuals reached \***

900 ←

**Estimated # of new individuals reached \***

200

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.

**Source of reach data \***

Visual Estimate ▾

# Community Event - Example

700 youth attending the event have been receiving DE in the classroom, these youth will not be considered new individuals

200 adults have participated in the event only, so the Estimated “New” reach would be 200.

**Intervention channel \***  
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference car... ▾

**Site**  
Colusa County Fairgrounds ▾

**Estimated # of unique individuals reached \***  
900 ▾

**Estimated # of new individuals reached \***  
200 ←

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.

**Source of reach data \***  
Visual Estimate ▾

# Community Event - Example

**Intervention channel \***

Community events / fairs - in which participated

**Site**

Colusa County Fairgrounds

**Estimated # of unique individuals reached \***

900

**Estimated # of new individuals reached \***

0

Estimated number of individuals not reached by a corresponding Program, Activity, or Social Marketing campaign. Should be less than or equal to the total number of individuals reached.

**Source of reach data \***







Visual Estimate

*Any other Intervention Channel added for the same site would still reflect the estimated 900 unique individuals.*

*However, the 200 new individuals counted on the first channel would not be counted again for subsequent Indirect Channels, so a zero would be entered here.*

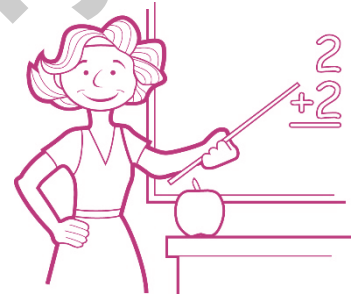
# Community Event - Example

## 🌱 Finished Intervention Channels for Community Event.

Intervention Channels					<a href="#">+ Add Intervention Channel</a>	
Channel	Site	Reach	Source	Actions		
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Colusa County Fairgrounds	900	Visual Estimate			
Community events / fairs - in which participated	Colusa County Fairgrounds	900	Visual Estimate			
Fact sheet	Colusa County Fairgrounds	900	Visual Estimate			

# ACTIVITY #1: Calculating Reach Schools

- ✿ Providing Direct Education with Shaping Healthy Choices in **three** separate **school sites**
  - Each school site has **three classrooms/groups** participating with **25 students** in each classroom.
- ✿ Students receive MyPlate **Stickers** and **magnets** during a direct education lesson.
- ✿ Parent **newsletters/worksheets** are sent home three times during the school year to all classes/groups.
  - In this example we have 2 intervention channels, NERI and Hardcopy Materials



1. What is the **Unique Individual Count** per school?
2. What is the **New Individual Count** per school?





# Activity #1

- Type in your answers using the chat box
1. What is the **Unique Individual Count** per school?
  2. What is the **New Individual Count** per school?



# Calculating Reach - Activity

- 2 intervention channels for each school are entered
  - Students receive **Stickers / magnets** during a direct education lesson.
  - Parent **newsletters/worksheets** are sent home

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
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)
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Butteville Elementary
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Butte Valley Elementary

# Calculating Reach – Activity 1

- What is the estimated # of Unique Individuals for each intervention channel? (*total reach*)
  - NERI is for students only
  - Newsletter is for both parent and student
- What is the Estimated # of New Individuals for each intervention channel? (*not already reached by DE*)
  - NERI is for students only
  - The newsletter is for both parents and students

# Calculating Reach – Activity 1

## Intervention channel \*

Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters... ▾)

## Site

Butteville Elementary

## Estimated # of unique individuals reached \*

150

## Estimated # of new individuals reached \*

75

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.

## Source of reach data \*

Other

## Please specify other source of reach data \*

Parents of youth receiving DE

## Intervention channel \*

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

## Site

Butteville Elementary ▾

## Estimated # of unique individuals reached \*

75

## Estimated # of new individuals reached \*

0

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.

## Source of reach data \*

Other ▾

## Please specify other source of reach data \*

Students receiving DE

# ACTIVITY #2: Calculating Reach Health Fairs

- 🌱 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 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.

# Calculating Reach – Activity 2

🌱 There are estimated **300 individuals** that stop at your booth most of the families are from the school where Direct Education is offered and there is a school garden.

- 100 of the student have one parent attending the health fair
- There are 4 intervention channels in this example

1. What is the Unique Individual Count?
2. What is the New Individual Count?



# Activity #1

- Type in your answers using the chat box
1. What is the **Unique Individual Count**?
  2. What is the **New Individual Count**?



# Calculating Reach – Activity 2

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

## General Information

### Title \*

CE-Sierra House Health Fair

### Intervention name \*

Schools

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.

### Unit \*

El Dorado (County)

In which unit does this activity primarily take place?

### Activity Date Range

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

Start date

End date

02/14/2018

02/14/2018



# Calculating Reach – Activity 2

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

**General Information**

**Title \***  
CE-Sierra House Health Fair

**Intervention name \***  
Schools

Choose the statewide intervention administrator if your intervention is not a school-based activity.

**Unit \***  
El Dorado (County)

In which unit does this activity take place?

**Activity Date Range**

Specify the approximate overall activity date range.

Start date  
02/14/2018

**Intervention channel \***

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

**Site**

Sierra House Elementary

**Estimated # of unique individuals reached \***

300

**Estimated # of new individuals reached \***

100

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.

PSE Site of

# Calculating Reach – Activity 2

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

**General Information**

**Title \***  
CE-Sierra House Health Fair

**Intervention name \***  
Schools

Choose the statewide intervention administrator if your intervention is managed by a statewide administrator.

**Unit \***  
El Dorado (County)

In which unit does this activity take place?

**Activity Date Range**

Specify the approximate overall activity date range.

**Start date**  
02/14/2018

**Intervention channel \***  
Community events / fairs - in which participated

**Site**  
Sierra House Elementary

**Estimated # of unique individuals reached \***  
300

**Estimated # of new individuals reached \***  
0

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.

# Calculating Reach – Activity 2

## 🌱 Completed Intervention Channels for Health Fair

Channel	Site	Reach	Source	Actions
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Sierra House Elementary	300	Other	<input type="checkbox"/> <input type="checkbox"/>
Community events / fairs - in which participated	Sierra House Elementary	300	Visual Estimate	<input type="checkbox"/> <input type="checkbox"/>
Fact sheet	Sierra House Elementary	300	Visual Estimate	<input type="checkbox"/> <input type="checkbox"/>
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	Sierra House Elementary	300	Visual Estimate	<input type="checkbox"/> <input type="checkbox"/>

# Indirect Activity

## QUESTIONS

# PEARS – Next Office Hours

Surveys &  
PSE Focus

## Tuesday, March 6, 2018

Time: 01:00 PM PST

Audio Dial-In Information:

Access Code: 7544137

### To Join Your Meeting:

#### Web

Click here to join the meeting:

<https://cc.readytalk.com/r/x9kbb>

Click the link above to join  
paste the URL below into y

<https://cc.readytalk.com>

## Tuesday, May 1, 2018

Time: 01:00 PM PDT

Audio Dial-In Information:

Access Code: 7544137

### To Join Your Meeting:

#### Web

Click here to join the meeting:

<https://cc.readytalk.com/r/miorx00fmuli&eom>

Click the link above to join the web portion of your event or copy and  
paste the URL below into your web browser to join the web event:

<https://cc.readytalk.com/r/miorx00fmuli&eom>

## Tuesday, April 3, 2018

Time: 01:00 PM PST

Audio Dial-In Information: U.S. Toll: 303.248.0285

Access Code: 7544137

### To Join Your Meeting:

#### Web

Click here to join the meeting:

<https://cc.readytalk.com/r/ga3n877vapcn&eom>

Click the link above to join the web portion of your event or copy and  
paste the URL below into your web browser to join the web event:

<https://cc.readytalk.com/r/ga3n877vapcn&eom>

Click here to join the meeting:

<https://cc.readytalk.com/r/qceocy6o7xo7&eom>

Click the link above to join the web portion of your event or copy and  
paste the URL below into your web browser to join the web event:

<https://cc.readytalk.com/r/qceocy6o7xo7&eom>



# Thank you!

## Next Town Hall:

### May 15<sup>th</sup>, 2018

