

## General Information

Title \*

Enter the **name of the newsletter** in the Title

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.

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

Unit \*

In which unit does this activity primarily take place?

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

## Activity Date Range

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

Start date

End date

The activity date range is **optional**

## File Attachments

Select or drop files

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

Save and continue

Save

Cancel

Click Save and continue

## 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](#)

Click on the [+ Add Intervention Channel](#) button to add sites and reach for the newsletter.

### Add Intervention Channel ×

**Intervention channel \***

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

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Community events / fairs - in which participated

Community events / fairs - only sponsored

Electronic materials (e.g. email and electronic newsletters or mailings / text messaging)

Fact sheet

Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)

### Description

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Briefly describe the newsletter

Site

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

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

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

**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.

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).

**Source of reach data \***

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

**Intervention channel \***

Description

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 \***

**Please specify other source of reach data \***

Cancel Save

Click **save**

Finished Intervention Channel

Intervention Channels						+ Add Intervention Channel
Channel	Description	Site	Reach	Source	Actions	
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	F&V information, nutrition and PA content	Calaveras River Academy	500	Other		

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

Intervention Channels						+ Add Intervention Channel
Channel	Description	Site	Reach	Source	Actions	
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	F&V information, nutrition and PA content	Calaveras River Academy	500	Other		
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	F&V information, nutrition and PA content	Calaveras High	3000	Other		

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
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>250</i>	<i>Aug.</i>
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>0</i>	<i>Sept.</i>
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>0</i>	<i>Oct.</i>
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>0</i>	<i>Nov.</i>
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>0</i>	<i>Dec.</i>
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>0</i>	<i>Jan.</i>
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>0</i>	<i>Feb.</i>
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>0</i>	<i>Mar.</i>
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>0</i>	<i>Apr.</i>
<i>F&amp;V Newsletter</i>	<i>ABC School</i>	<i>500</i>	<i>0</i>	<i>May</i>
<b>Totals for PEARs</b>		<b>5000</b>	<b>250</b>	

Newsletter	Site	Unique Reach	New Reach	Month Distributed
<i>F&amp;V Newsletter</i>	<i>North South School</i>	<i>300</i>	<i>150</i>	<i>Nov</i>
<i>F&amp;V Newsletter</i>	<i>North South School</i>	<i>300</i>	<i>0</i>	<i>Jan</i>
<i>F&amp;V Newsletter</i>	<i>North South School</i>	<i>300</i>	<i>0</i>	<i>Mar</i>
<i>F&amp;V Newsletter</i>	<i>North South School</i>	<i>300</i>	<i>0</i>	<i>May</i>
<b>Totals for PEARs</b>		<b>1200</b>	<b>150</b>	