

Guidelines for Developing Distance Education

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Required Elements for All Online Education:

Branding:

- **Videos:**
 - For free-standing videos, program branding must be included at the beginning and end of each video
 - Funding, non-discrimination statements, and “And Justice for All” text/image should be included at the end of the video
- **PowerPoint Presentations:**
 - Use standardized, branded templates for your program. Check with your State Implementing Agency for a branded template.

Additional Guidelines for Creating Online Content:

- **Videos:**
 - Refer to the [Online Learning- Curriculum Video Guide](#) for clear instructions on recording a video for online learning.
- **Power Point Presentations:**
 - Use the [Recording a PowerPoint Presentation](#) document for a step-by-step guide to recording PowerPoint presentations with narration.
- **Closed Captioning:**
 - Include [closed captioning](#) in all videos
 - For more information on adding closed captioning to YouTube videos, refer to the [YouTube Uploading and Settings Guide](#)
- **Copyrighted Images:**
 - Do not use any copyrighted images, music, etc. without express permission
 - Refer to the [Guidelines for Open Source Images and Music/Sound](#) for more information
- **SNAP-Ed Materials**
 - If the materials will be reproduced as is, nothing needs to be done.
 - When changes or additions are made to the content or design of SNAP-Ed materials, or the name or logo of any organization or company is added to the document, the SNAP and USDA Logos must be removed and the following statement must be added: *Adapted from the U.S. Department of Agriculture, Supplemental Nutrition Assistance Program. USDA Does not endorse any products, services, or organizations.*

Direct Education Requirements:

- Use approved curriculum and materials
- Include source credit

- Curricula: publisher and author credit
- Free-standing video: include source credit in the video description
- PowerPoint Presentation: include source credit after the title slide
- **Recipe Demonstrations:**
 - Need to relate to the lesson
 - Follow ServSafe® guidelines- gloves are not required
 - Include safety information that is relevant to the recipe demonstration
 - Demonstrate or discuss proper handwashing and food preparation techniques
 - Maintain Social Distancing and Shelter in Place guidelines. Do not leave your home to shop for food to conduct a recipe demonstration.
 - Use existing recipe demonstration videos where possible. See the [Approved Recipe Videos](#) list.
- **Physical Activity Breaks:**
 - Remind participants to only do activities they are comfortable with
 - Warm-up (light to moderate intensity)*
 - Physical activity (moderate to vigorous intensity)*
 - Cool-down that may include stretching
 - Modifications when possible
 - Optional: [Benefits of physical activity](#)
 - Optional: [Physical Activity Guidelines for Americans \(adults/youth\)](#)

*If you are doing a light intensity activity, you can talk normally. If you are doing a moderate intensity activity, you can talk, but not sing during the activity. If you are doing a vigorous intensity activity, you will not be able to say more than a few words without taking a breath.

Review and Approval Process for Online Content

Work with your State Agency or local leadership to ensure all online content aligns with organizational requirements. You can use the following checklists as guides for review and approval:

- [CFHL, UC Direct Education Checklist](#)
- [CFHL, UC Indirect Education Checklist](#)

Posting Videos to YouTube

Refer to the [YouTube Uploading and Settings Guide](#) for detailed instructions on posting videos to YouTube.

Recording Live Lessons

To protect participant identify, recording live virtual lessons is not allowed. Please refrain from recording any live lessons you deliver.