# **General Information** [**Help**](https://pears.oeie.org/docs/activities/create-indirect)

**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.*

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).

|  |  |
| --- | --- |
| * **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.*
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**Unit**:

*In which unit/County does this activity primarily take place?*

**Activity Date Range**

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

Start date: End date:

**File Attachments –** *if any*

1.
2.

## Intervention Channels and Reach [Help](https://pears.oeie.org/docs/activities/add-channel)

*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**

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Intervention Channel***See list below in gray box* | **Site***Site where IE occurred* | **Estimated # of unique individuals reached** | **Estimated # of new individuals reached** | **Source of reach data***Commercial, Survey, Visual, Other* |
|  |  |  |  |  |
|  |  |  |  |  |
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|  |  |  |  |  |

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.

The # of **new** individuals reached by indirect activities is reported by site (when appropriate). Individuals not reached by another intervention at the site.

|  |  |
| --- | --- |
| * **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**
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