Indirect Activities

General Information

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, Learn, 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.

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. ___________________________
**Indirect Activities**

**Intervention Channels and Reach [Help]**

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.

<table>
<thead>
<tr>
<th>Intervention Channel</th>
<th>Site</th>
<th>Estimated # of unique individuals reached</th>
<th>Estimated # of new individuals reached</th>
<th>Source of reach data</th>
</tr>
</thead>
<tbody>
<tr>
<td>See list below in gray box</td>
<td>Site where IE occurred</td>
<td></td>
<td></td>
<td>Commercial, Survey, Visual, Other</td>
</tr>
</tbody>
</table>

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