

## Indirect Activity Information



### Adding Indirect Activities

- Navigate to the **Indirect Activities page** (Track/Indirect Activities) <http://pears.oeie.org/track/activities/>
- Click on the Add  button to add a new activity

## General Information

**General Information**

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.

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: mm/dd/yyyy

End date: mm/dd/yyyy

Save and continue Save Cancel

- The first page is for the General Information: Complete the fields with the red asterisk \*

<p><b>Title *</b></p> <input type="text"/>	<p><b>Title</b></p> <ul style="list-style-type: none"> <li>• This is the name you will give the Indirect Activity.</li> <li>• Examples would be:             <ul style="list-style-type: none"> <li>○ Parent Newsletters/Handouts-Go Glow Grow</li> <li>○ Recipes from SHC</li> </ul> </li> </ul>		
<p><b>Intervention name *</b></p> <input type="text"/> <p>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.</p> <p><i>See gray box below for list</i></p>	<p><b>Intervention Name</b></p> <ul style="list-style-type: none"> <li>• 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).             <ul style="list-style-type: none"> <li>○ Please refer to the shaded box below for a listing of intervention names</li> </ul> </li> </ul>		
<table border="0"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>▪ <b>Before/Afterschool Programs</b> <i>(YMCA, Parks and Rec, Boys and Girls Clubs etc.)</i></li> <li>▪ <b>Early Care and Education</b> <i>(ECE sites, Head Starts, Pre-K sites etc.)</i></li> <li>▪ <b>Faith Places of Worship</b> <i>(Churches, etc.)</i></li> <li>▪ <b>Farmers Markets</b></li> <li>▪ <b>Food Distribution</b> <i>(FDPIR distribution sites, Food Pantries, Food Assistant sites, etc.)</i></li> <li>▪ <b>Health Care Services</b> <i>(Clinics, Hospitals, Family Resource Centers, etc.)</i></li> <li>▪ <b>Mass Media</b> <i>(this would be used in the case of a social marketing initiative)</i></li> <li>▪ <b>Learning Sites (Other)</b> <i>(Extension centers, Libraries, WIC Clinics, etc.)</i></li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>▪ <b>Places People Play</b> <i>(Parks, bicycle paths, Fairgrounds, etc.)</i></li> <li>▪ <b>Places People Eat</b> <i>(Summer meals, Restaurants, Soup Kitchens, etc.)</i></li> <li>▪ <b>Residential sites</b> <i>(Individual homes, rehab centers, group homes, etc.)</i></li> <li>▪ <b>Schools</b></li> <li>▪ <b>Senior Services</b> <i>(Congregate Meal sites, senior centers, etc.)</i></li> <li>▪ <b>Stores</b> <i>(Retail locations)</i></li> <li>▪ <b>Worksite and related</b> <i>(SNAP Offices, Military bases, Adult Education (TANF), etc.)</i></li> <li>▪ <b>Other (please specify)</b> <ul style="list-style-type: none"> <li>○ <i>If "Other" is chosen a new field will open below for you to enter the "Other" Intervention Name.</i></li> </ul> </li> </ul> </td> </tr> </table>		<ul style="list-style-type: none"> <li>▪ <b>Before/Afterschool Programs</b> <i>(YMCA, Parks and Rec, Boys and Girls Clubs etc.)</i></li> <li>▪ <b>Early Care and Education</b> <i>(ECE sites, Head Starts, Pre-K sites etc.)</i></li> <li>▪ <b>Faith Places of Worship</b> <i>(Churches, etc.)</i></li> <li>▪ <b>Farmers Markets</b></li> <li>▪ <b>Food Distribution</b> <i>(FDPIR distribution sites, Food Pantries, Food Assistant sites, etc.)</i></li> <li>▪ <b>Health Care Services</b> <i>(Clinics, Hospitals, Family Resource Centers, etc.)</i></li> <li>▪ <b>Mass Media</b> <i>(this would be used in the case of a social marketing initiative)</i></li> <li>▪ <b>Learning Sites (Other)</b> <i>(Extension centers, Libraries, WIC Clinics, etc.)</i></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Places People Play</b> <i>(Parks, bicycle paths, Fairgrounds, etc.)</i></li> <li>▪ <b>Places People Eat</b> <i>(Summer meals, Restaurants, Soup Kitchens, etc.)</i></li> <li>▪ <b>Residential sites</b> <i>(Individual homes, rehab centers, group homes, etc.)</i></li> <li>▪ <b>Schools</b></li> <li>▪ <b>Senior Services</b> <i>(Congregate Meal sites, senior centers, etc.)</i></li> <li>▪ <b>Stores</b> <i>(Retail locations)</i></li> <li>▪ <b>Worksite and related</b> <i>(SNAP Offices, Military bases, Adult Education (TANF), etc.)</i></li> <li>▪ <b>Other (please specify)</b> <ul style="list-style-type: none"> <li>○ <i>If "Other" is chosen a new field will open below for you to enter the "Other" Intervention Name.</i></li> </ul> </li> </ul>
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**Unit \***

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California (State)

A - Central Sierra Cluster (Area) ←

Amador (County)

Calaveras (County) ←

El Dorado (County)

**Unit**

- This will be the county name, for clusters, please use the specific county name for the site the delivery occurred in.
- Do not use the cluster option if you are part of a UC CalFresh Program with multiple counties.

**Activity Date Range**

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

Start date

End date

mm/dd/yyyy

mm/dd/yyyy

**Activity Date Range**

- The activity Date Range is an optional field, however if the indirect Activity takes place over the course of the fiscal or school year enter the dates from beginning to end.
- Indirect Activities may only occur on one day and the beginning and ending dates may be the same
- When finished click save and continue

Save and continue

Save

Cancel

**Intervention Channels**

**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.

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

- Click on the Add Intervention Channel

+ Add Intervention Channel

**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 \*

----- ▾

Cancel Save

**Add Intervention Channel**

A pop-up window will appear with fields for you to complete your Intervention Channel information.

**SNAP-Ed Guidance:** For EARS reporting, the term indirect intervention channels will be used to describe **the medium of communication used for indirect education.**

*An **Intervention**, for SNAP-Ed purposes, is a specific set of evidence-based, behaviorally-focused activity or set of activities and/or actions implemented to promote healthy eating and active lifestyles.*

**Add Intervention Channel** ✕

Intervention channel \*

----- ▾

The **intervention Channels** are a listing of Indirect Items from the EARS form. See listing below in the gray box. Choose the most appropriate indirect Intervention Channel or if none of the ones listed fit please list other and describe in the open text field.

- For Community Events please list the community event and any materials or other items used during the Indirect Activity such as NERI, etc.
- **Only list the audience for the first intervention channel**

See gray box below for list

<p><b>EARS Intervention Channels</b></p> <ul style="list-style-type: none"> <li>• <b>Articles</b></li> <li>• <b>Billboards, Bus/Van Wraps, or other signage</b></li> <li>• <b>Calendars</b></li> <li>• <b>Electronic Materials</b>  <i>(e.g., email and electronic newsletters or mailings/text messages)</i></li> <li>• <b>Hard Copy Materials</b>  <i>(e.g., Fact sheets, flyers, pamphlets, activity book, posters, banners, postcards, recipe cards, or newsletters for mailings)</i></li> <li>• <b>Nutrition education Reinforcement Items (NERI)</b>  <i>(e.g. pens, pencils, wallet reference cards, magnets, door hangers, with nutrition message)</i></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Point-of-Sale or distribution signage</b>  <i>(e.g. displays or window clings in retail stores)</i></li> <li>• <b>Radio</b></li> <li>• <b>Social media</b>  <i>Facebook, Twitter, Pinterest and blogs</i></li> <li>• <b>TV</b></li> <li>• <b>Videos</b>  <i>CD, DVD, and online video sites like YouTube</i></li> <li>• <b>Websites</b></li> <li>• <b>Other – Please specify</b></li> </ul>
<p>Site</p> <input type="text" value="Search for a site"/>	<p><b>Site:</b></p> <ul style="list-style-type: none"> <li>• Where did Indirect Activity occur?</li> <li>• <i>Keep in mind that Indirect Activities should be linked to another intervention such as DE, PSE or SM.</i></li> <li>• <i>Sites should be on the IWP SharePoint Site list to be used for Indirect Education</i> <ul style="list-style-type: none"> <li>○ <b>For social Media or website leave site blank</b></li> </ul> </li> </ul>
<p>Estimated # of unique individuals reached *</p> <input type="text"/>	<p><b>Estimated # of Unique Individuals Reached</b></p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>

<p><b>Estimated # of new individuals reached *</b></p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input style="width: 100%; height: 20px;" type="text"/> </div> <p>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.</p>	<p><b>Estimated # of New Individuals Reached</b></p> <ul style="list-style-type: none"> <li>The # of new individuals reached by indirect activities is reported by site (when appropriate).</li> </ul> <p><b>For example:</b></p> <ul style="list-style-type: none"> <li><i>There are 75 students being reached with DE</i></li> <li><i>Conservatively the newsletter will reach at least one parent (75 Parents).</i></li> <li><i>Estimated # of <b>Unique</b> Individuals reached is the total reach or 150</i></li> <li><i>Since the youth are already counted as receiving DE only the parents would be counted as <b>New</b> individuals reached or 75</i></li> </ul>
<p><b>Source of reach data *</b></p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input style="width: 100%; height: 20px;" type="text"/> </div> <div style="text-align: right; margin-top: 10px;"> <input type="button" value="Cancel"/> <input style="background-color: #004a99; color: white; padding: 2px 10px;" type="button" value="Save"/> </div>	<p><b>Source</b></p> <ul style="list-style-type: none"> <li>Source of data would be the justification for how the estimate was made</li> <li><b>Source of Data (examples)</b> <ul style="list-style-type: none"> <li><u>Commercial market data on audience size</u> <ul style="list-style-type: none"> <li>Radio or television reach, supermarket reach or data on number of patrons in a specified amount of time</li> </ul> </li> <li><u>Survey of target audience</u> <ul style="list-style-type: none"> <li>Adult half sheet</li> </ul> </li> <li><u>Visual Estimate</u> <ul style="list-style-type: none"> <li>Visual count and estimate of race, ethnicity and gender</li> </ul> </li> <li><u>Other</u> <ul style="list-style-type: none"> <li>CDE Data</li> </ul> </li> </ul> </li> </ul>

Channel	Site	Reach	Source	Actions
Other, please specify	Black Butte Elementary/True North (GrassRoots for Kids)	150	Other	 
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	Butteville Elementary	150	Other	 
Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)	Butte Valley Elementary	150	Other	 
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)	75	Other	 
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Butteville Elementary	75	Other	 
Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)	Butte Valley Elementary	75	Other	 

- Click Save and the pop-up window will close leaving the user with a listing of all of the indirect activities for this particular intervention or site.

<p><b>Intervention channel *</b></p> <p>Community events / fairs - in which participated</p> <p>Site</p> <p>Colusa County Fairgrounds</p> <p><b>Estimated # of unique individuals reached *</b></p> <p>300</p> <p><b>Estimated # of new individuals reached *</b></p> <p>300</p> <p>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.</p> <p><b>Source of reach data *</b></p> <p>Visual Estimate</p>	<p><b>Intervention channel *</b></p> <p>Calendars</p> <p>Site</p> <p>Colusa County Fairgrounds</p> <p><b>Estimated # of unique individuals reached *</b></p> <p>300</p> <p><b>Estimated # of new individuals reached *</b></p> <p>0</p> <p>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.</p> <p><b>Source of reach data *</b></p> <p>Visual Estimate</p>
<p><i>In this first intervention entered the 300 individual were unique and also new meaning they had not been reported in another activity such as direct ed. Or PSE.</i></p>	<p><i>In the second Intervention Channel entered for the same Indirect Activity for this sight the 300 individuals are unique, however since we counted them for the first channel they would not be new and so a zero is entered here as this field is required.</i></p>
<p>Marking an indirect activity as complete means the information reported is ready for review and inclusion in organizational impact statements. Note that you can un-do this action and make edits until the end of the current reporting period.</p> <p>Are you sure you want to mark this indirect activity as complete?</p> <p><b>Mark as Complete</b></p>	<p><b>Mark as Complete</b></p> <ul style="list-style-type: none"> <li>Once you have completed reporting information related to this indirect activity for the current reporting year of October 1, 2017 - September 30, 2018, please click to mark this record as complete.</li> </ul>

Examples

General Information ⓘ

Title \*

Parent Worksheets and Newsletters-SHC

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 \*

California (State)

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

10/01/2017

End date

05/31/2018

Example: Parent Newsletters, handouts, worksheets

- In this example several school sites are receiving newsletters/handouts related to Shaping Healthy Choices throughout the school year from October through May.

Add Intervention Channel	Intervention channel *
<p><b>Intervention channel *</b></p> <p>Electronic materials (e.g. email and electronic newsletters or mailings / text messag... ▾</p> <p><b>Site</b></p> <p>Black Butte Union Elementary - District Office ▾</p> <p><b>Estimated # of unique individuals reached *</b></p> <p>150 ▾</p> <p><b>Estimated # of new individuals reached *</b></p> <p>75 ▾</p> <p>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.</p> <p><b>Source of reach data *</b></p> <p>Other ▾</p> <p><b>Please specify other source of reach data *</b></p> <p>Parents of Children recieving DE</p>	<p><b>Intervention channel *</b></p> <p>Electronic materials (e.g. email and electronic newsletters or mailings / text messag... ▾</p> <p><b>Site</b></p> <p>Oroville City Elementary - District Office ▾</p> <p><b>Estimated # of unique individuals reached *</b></p> <p>100 ▾</p> <p><b>Estimated # of new individuals reached *</b></p> <p>50 ▾</p> <p>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.</p> <p><b>Source of reach data *</b></p> <p>Other ▾</p> <p><b>Please specify other source of reach data *</b></p> <p>Parents of youth receiving DE</p>
<p><i>The first site is entered seperately with the 75 students being reached by DE and one Parent/student = 150 Unique Individuals and the 75 new individuals being the parents. This would only need to be entered one time since the recipients of the information have now been counted one time.</i></p>	<p><i>Continue adding all of the sites where SHC is being delivered and the same parent information is being distributed.</i></p>

### Example Community Event

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

02/14/2018

End date

02/14/2018

Community Events are somewhat complex in that it is not the event we are tracking but rather the types of indirect materials or interventions that are being provided at the event.

In this example we are entering information of a Community Event (CE) that occurred at the county fairgrounds where multiple schools (youth and parents) gathered for a health fair

<p><b>Intervention channel *</b></p> <p>Nutrition education reinforcement items (e.g. pens, pencils, wallet reference car...</p> <p><b>Site</b></p> <p>Colusa County Fairgrounds</p> <p><b>Estimated # of unique individuals reached *</b></p> <p>900</p> <p><b>Estimated # of new individuals reached *</b></p> <p>200</p> <p>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.</p> <p><b>Source of reach data *</b></p> <p>Visual Estimate</p>	<p><i>In this first intervention, the 900 individual were unique to the event meaning a total of 900 individuals were exposed the indirect activity provided.</i></p> <p><i>Since many of the youth attending the event have been receiving DE in the classroom through the school, these 600 youth will not be considered new individuals, only the adults that participated in the event so the Estimated "New" reach would only be 200</i></p>
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**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, 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

- Any other Intervention Channel added for the same Indirect Activity for this sight would still reflect the estimated 900 unique individuals.
- Since we counted the 200 new individuals on the first channel these same participants would not be counted as new for subsequent Indirect Channels added to the same activity, so a zero would be entered here.

**Intervention Channels** + Add Intervention Channel

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	

- Completed Intervention Channels for Community Event

**Calculating Reach**

- 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 lesson.
- Parent newsletters/worksheets are sent home three times during the school year to all classes/groups.

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

- *How many Intervention Channels are there?*
  - *Interventions = Two*
    - *Students receive NERI during a lesson.*
    - *Parent newsletters/worksheets*
- In this scenario there are three separate schools providing Shaping Healthy Choices in three separate classrooms
  - Each Classroom has 25 students in the class
- A parent newsletter/worksheet is sent home with each of the students three times during the school year, reinforcing what the students are learning in the classroom and providing activities for the parent and student to complete together.
- At the end of the school year after the last newsletter has been sent you need to enter in this activity into the Indirect Module in PEARS.

<p><b>Intervention channel *</b></p> <p>Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters... ▾)</p> <p>Site</p> <p>Butteville Elementary ▾</p> <p><b>Estimated # of unique individuals reached *</b></p> <p>150 ▾</p> <p><b>Estimated # of new individuals reached *</b></p> <p>75 ▾</p> <p>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.</p> <p><b>Source of reach data *</b></p> <p>Other ▾</p> <p><b>Please specify other source of reach data *</b></p> <p>Parents of youth receiving DE</p>	<p><b>Intervention channel *</b></p> <p>Nutrition education reinforcement items (e.g. pens, pencils, wallet reference car... ▾)</p> <p>Site</p> <p>Butteville Elementary ▾</p> <p><b>Estimated # of unique individuals reached *</b></p> <p>75 ▾</p> <p><b>Estimated # of new individuals reached *</b></p> <p>0 ▾</p> <p>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.</p> <p><b>Source of reach data *</b></p> <p>Other ▾</p> <p><b>Please specify other source of reach data *</b></p> <p>Students receiving DE</p>
<p><i>For one of the sites the Unique reach for the newsletters is 150 (parents + Students), the new reach is 75 counting only the parents</i></p>	<p><i>For the NERI, the unique reach is 75 students per site, however the new reach is zero since the youth are already being counted for the DE intervention.</i></p>

- What is the estimated # of Unique Individuals for each intervention channel?
  - NERI is for students only - Total students in each site = 3 classes X 25 students = 75
  - Newsletter is for both parent and student - Total parent reach estimate = 75 + 75 students = 150
- What is the Estimated # of New Individuals for each intervention channel?
  - NERI is for students only - Indirect Reach = 0 because students are already counted for DE intervention
  - The newsletter is for both the parent and the student - Indirect Reach = 75 because only the parents are counted as new reach

- 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](#), [shopping list](#) 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.
- You estimate that there are 300 individuals that stop at your booth and participate in one or more of the activities, most of the families are from the school where Direct education is offered in the classroom for students and there is a school garden.

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

02/14/2018

End date

02/14/2018

**Edit Intervention Channel** ✕

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**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.

**Source of reach data \***

Visual Estimate ▼

**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 \***

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 ▼

The Community Event is entered as one of the channels with the total individuals reached, but with a zero for new individuals reached as these same participants are counted in the NERI indirect Channel and do not need to be counted again.