

Supplemental Nutrition Assistance Program Education (SNAP-Ed) Education and Administrative Reporting System (EARS) Form

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Unless otherwise noted, the following applies to all items in this form:

- 1) **Population** refers to SNAP-Ed participants (individuals participating in or exposed to SNAP-Ed activities, which consists of direct education; social marketing; and policy, systems, and environmental change (PSE) interventions). Indirect education will be captured within the social marketing and PSE sections.
- 2) **Reach** is defined as the audience that experiences the intervention or encounters an improved environment on a regular (typical) basis and is assumed to be influenced by it.
- 3) **Actual counts** are counts that can be collected with a high degree of certainty. **Estimated counts** are only appropriate when enough information to provide actual counts is not available, as may be the case for statistics representing the reach of PSEs.
- 4) Fields providing totals for data will be automatically calculated.
- 5) Key points are noted throughout the form to assist with reporting.

ITEM 1**Data on SNAP-Ed**

State: _____

Federal Fiscal Year: _____

An **implementing agency** is an organization that has a contract or formal agreement with the State Supplemental Nutrition Assistance Program (SNAP) to develop and deliver nutrition education and obesity prevention activities. If your State directly administers programs, then your State Agency must complete this form. Use one form per implementing agency.

Implementing Agency Name: _____

ITEM 2**Direct Education - information on participation by age and sex****Number of SNAP-Ed participants (unduplicated) by age group and sex:**

Reporting an **unduplicated count** means providing the number of unique individuals, regardless of the number of sessions he/she has participated in a direct education intervention.

A row may have both **actual counts** and **estimated counts**. **Actual counts** should be used whenever possible. **Estimated counts** are appropriate in certain cases, such as when single presentations are given to families at school events.

Age	Female	Male	Actual Count	Estimated Count	Total
Less than 5 Years					
5-17 Years					
18-59 Years					
60 Years or Older					
Total					

Explanation of Estimation Method(s) - 500 Word Limit

For any **estimated counts**, please describe the methods used to determine the number of participants.

ITEM 3**Direct Education - information on participation by race and ethnicity****Number of unduplicated SNAP-Ed participants by race and ethnicity:**

As in Item 2, a row may have both **actual counts** and **estimated counts**. **Actual counts** should be used whenever people self-identify. **Estimated counts** are appropriate in certain cases, such as when individuals do not identify with a specific race and are assigned one or more than one for reporting purposes.

		Actual Count of SNAP-Ed Participants	Estimated Count of SNAP-Ed Participants
Ethnicity	Hispanic/Latino		
	Non-Hispanic/Latino		
Race (Select One or More)	American Indian or Alaska Native		
	Asian		
	Black or African American		
	Native Hawaiian or Other Pacific Islander		
	White		
Total			

ITEM 4**Direct Education - characterizing education session format, delivery, time, and use of interactive media****Programming Details:**

Interactive multimedia integrates text, audio, graphics, still images, and moving pictures into one computer-controlled, multimedia product that provides an individualized educational experience based on a participant's input.

Format	A. Number Delivered	B. Time Range per Session (in minutes)	C. Number of Sessions Delivered Using Interactive Multimedia
1. Single Session			
2. Series of 2 to 4 Sessions			
3. Series of 5 to 9 Sessions			
4. Series of 10 or More Sessions			

Note: The remaining items in this form collect data on all three types of interventions, specifically direct education (denoted by DE), social marketing (denoted by SM), and policy, systems, and environmental changes (denoted by PSE).

ITEM 5 Interventions - characterizing implementation, indirect education, reach, and expenditures

Codes for this item are provided on the previous pages.

Indirect education is captured in **Column I**, and you can leave the column blank (have no codes for it) if indirect education is not used.

A. Name or Descriptive Title for the Intervention	B. Intervention Types(s) (DE, SM and/or PSE) <i>(Select All That Apply)</i>	C. Year	D. Implementation Stage <i>(Use Codes)</i>	E. Priority Population(s) <i>(Use Codes)</i>	F. Estimated Number of SNAP-Ed Participants Reached	G. Data Sources <i>(Select All That Apply)</i>	H. Intervention Settings <i>(Use Codes)</i> and Number of Sites Per Setting	I. Indirect Intervention Channels <i>(Use Codes)</i>	J. Intervention Topic(s)

Explanation of Reach Calculations and Any Assumptions Made - 1000 Word Limit

Please provide a brief description of the estimated reach for each intervention, including methods used and any assumptions made.

Codes for Item 5

For **Column C**, enter the year of the intervention (for the year on which you are reporting) out of the projected lifespan, while including planning and development phases. If an intervention, such as a PSE, will be an ongoing program, do not include an end year.

Example: If you are reporting on the first year of a three-year social marketing campaign, record "1 out of 3."

For **Column D**, use the following codes (select all that apply):

- P** = Planning (for social marketing, this includes market and formative research)
- D** = Developing (for social marketing, this includes campaign/materials design and consumer testing)
- I** = Implementing
- T & E** = Tracking and Evaluation

For **Column E**, enter **all** of the appropriate codes describing the priority population (target audience) for the intervention.

Ethnicity: **H/L** = Hispanic/Latino
N = Non-Hispanic/Latino

Sex: **F** = Female
M = Male

Race: **AI/AN** = American Indian or Alaska Native
A = Asian
B = Black or African American
NH/PI = Native Hawaiian or Other Pacific Islander
W = White

Age: **A** = All ages
<5 = Less than 5 years of age
5-17 = 5 to 17 years of age
>18 = 18 to 59 years of age
>60 = 60 years of age or older

For **Column F**, interventions that only consist of direct education **do not** require a response here. Item 2 data will be used.

For **Column G**, for each type of communication channel and event, enter **all** of the applicable codes for the source(s) of the data used to tabulate the estimate.

- C** = commercial market data on audience size
- S** = survey of target audience
- V** = visual estimate
- O** = other

For **Column H**, use the intervention setting codes and follow it with the number of sites per setting.

Example: If an intervention was carried out in 2 congregational meal sites, you would report "A, 2."

For **Column I**, use **all of the codes** corresponding to the indirect intervention channels used in each campaign

- A** = Articles
- B** = Billboards, bus/van wraps, or other signage
- C** = Calendars
- E** = Electronic materials (e.g. email and electronic newsletters or mailings/text messaging)
- H** = Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)
- N** = Nutrition Education Reinforcement Items (NERI) (e.g., pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)
- P** = Point-of-sale or distribution signage (e.g., displays or window clings in retail stores)
- R** = Radio public service announcement
- S** = Social media (e.g., Facebook, Twitter, Pinterest, and blogs)
- T** = TV public service announcement
- V** = Videos (includes CD, DVD, and online video sites like YouTube)
- W** = Website
- O** = Other – please specify: _____

For **Column J**, use the intervention topic codes and select **all** that apply.

Setting Codes for Item 5

Type of Setting by Domain	
Eat	
A.	Congregate Meal Sites/Senior Nutrition Centers
B.	Fast Food Chains
C.	Mobile Vending/Food Trucks
D.	Restaurants
E.	Soup Kitchens
F.	USDA Summer Meals Sites
	Other - please specify:
Learn	
G.	Adult Education, Job Training Sites, TANF Sites, & Veterans Services
H.	Adult Rehabilitation Centers
I.	Afterschool Program Sites (Includes Boys and Girls Clubs)
J.	Family Resource Centers
K.	Head Start Facilities
L.	Libraries
M.	Mobile Education Sites
N.	Schools (Preschool)
O.	Schools (K-12, Elementary, Middle, and High)
P.	Schools (Colleges and Universities)
	Other - please specify:
Live	
Q.	Child Care Centers
R.	Emergency Shelters and Temporary Housing Sites
S.	Faith-based Centers/Places of Worship
T.	Family Daycare Homes
U.	Indian Reservations
V.	Individual Homes
W.	Public Housing Sites
	Other - please specify:
Play	
X.	Bicycle and Walking Paths
Y.	Community Centers
Z.	County Fairgrounds
AA.	Gardens (Community/School)
BB.	Parks and Open Spaces
CC.	Recreation Centers (Includes YMCAs)
	Other - please specify:
Shop	
DD.	Farmers Markets
EE.	Food Assistance Sites, Food Banks, and Food Pantries
FF.	Small Food Stores (≤3 registers)
GG.	Large Food Stores and Retailers (4+registers)
	Other - please specify:
Work	
HH.	Extension Offices
II.	Health Care Clinics and Hospitals
JJ.	Military Bases
KK.	SNAP Offices
LL.	WIC Clinics
MM.	Worksites
	Other - please specify:

Intervention Topic Codes for Item 5

Individual knowledge and skills

- A. My Plate food groups and portions for a healthy eating pattern
- B. Food shopping and resource management
- C. Food preparation/cooking and food safety
- D. Promoting and maintaining a healthy weight
- E. Prevention of obesity, diabetes, and other chronic diseases

Other – please specify: _____

Individual behaviors

Food and beverage consumption:

- F. Fruits and vegetables
- G. Whole grains
- H. Dairy (including low-fat/fat-free milk and/or fortified soy beverages)
- I. Protein foods (including seafood, lean meats and poultry, eggs, nuts, seeds, and soy products)
- J. Healthy fats and oils
- K. Fiber-rich foods
- L. Water
- M. Limiting added sugars
- N. Limiting saturated fats
- O. Limiting sodium

Engagement in physical activity

- P. Active commuting (e.g., walking and bicycling)
- Q. Participation in sports and recreational activities (e.g., tennis and swimming)
- R. Reducing sedentary activities and screen time (e.g., playing computer games and TV viewing)

Other – please specify: _____

ITEM 6

Partnerships - entities that receive no direct SNAP-Ed funding but are involved in SNAP-Ed programs

Partner Title	A. Number of Partners You Work With this Reporting Year	B. Assistance Received If Applicable (Use Codes)	C. Assistance Provided If Applicable (Use Codes)	D. Intervention Type(s) With Partner's Involvement (DE, SM, and/or PSE) (Select All That Apply)
Agricultural Organizations (Includes Farmers Markets)				
Chefs/Culinary Institutes				
City and Regional Planning Groups				
Child Day Care Centers				
Early Care and Education (Includes Head Start)				
Faith-based Groups				
Food Banks/Food Pantries				
Food Stores (Convenience Stores, Grocery Stores, Supermarkets, Etc.)				
Foundations/Philanthropy Organizations/Nonprofits				
Government Program/Agency (Federal, State, Local, Etc.)				
Hospitals/Healthcare Organizations (Includes Health Insurance Companies)				
Human Services Organizations				
Indian Tribal Organizations				
Labor/Workforce Development Groups				
Media/Advertising Groups				
Parks and Recreation Centers				
Public Health Organizations				
Restaurants				
Schools (Preschools, K-12, Elementary, Middle, and High)				
Schools (Colleges and Universities)				
Transportation Groups				
Worksites				
Other (please specify):				
Total		N/A	N/A	N/A

Codes for Item 6

For **Column B**, enter one or more of the following codes that describe the type of assistance **received from** partner entities.

For **Column C**, enter one or more of the following codes that describe the type of assistance **provided to** partner entities.

Note that there is a category for “Other” types of support not covered.

A = Advertising (includes marketing)

C = Consulting

D = Development

E = Evaluation and tracking

F = Funding

H = Human resources (*staff or staff time)

I = Program implementation (e.g. food and beverage standards)

M = Materials (publications, supplies, etc.)

P = Planning

R = Recruitment (includes program outreach)

S = Space (e.g., facility or room where programs take place)

T = Technical services (e.g. a videographer producing videos for local SNAP offices)

O = Other - please specify: _____

*Staff members include professionals, paraprofessionals, and volunteers when applicable.