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Learning Objectives

- You will understand how to enter indirect activities into PEARS.
- You will know where to look for additional help and resources.
Agenda

1. Why we use the Indirect Activities Module
2. What to enter in this module
3. Indirect Activities Module Walk-through
4. New Features for FFY 2022
5. Resources Recap
Why Use the Indirect Activities Module?

- Learn about what Local SNAP-Ed providers do.
- Incorporate your work into evaluation to tell a richer SNAP-Ed story.
- Program Monitoring
What to Enter into as an Indirect Activity?

**YES**
Activities that do not meet the definition of Direct Education, Social Marketing Campaigns, PSE Activities:
- Food demos
- Websites
- Health Fair tables
- Signage
- Hard copy materials
- Podcasts

**NO**
- Direct education
- SNAP-Ed approved curricula
- PSE activities
- Social Media for Social Marketing
- YouTube or other videos
- Email flyers
- Social media posts
Indirect Activities Module Walk-through

https://pears.oeie.org/
New Features for FFY 2022

New features for FFY 2022

- For a series of indirect activities at a single site, add them in the following way:
  - Add the series as one indirect activity.
    - E.g. Farmers Market Kids Club (held throughout the Farmers Market season.)
  - Add each date that a session takes place as its own Intervention Channel in that indirect activity.
    - E.g. October session, November session, ...
Resources Recap

WA SNAP-Ed website

- Evaluation page – Guidance Documents section
  - FFY 2022 Evaluation Guidance
  - FFY 2022 PEARS Drop Down Menu Selections
- PEARS Support at https://support.pears.oeie.org/

If you still have questions after reviewing this video and the materials listed above, email the evaluation team at SNAPEdEvaluation@doh.wa.gov.

Make sure to cc your IA!
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**Mail:**
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW Washington, D.C. 20250-9410; or

**Fax:** (833) 256-1665 or (202) 690-7442;

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