



JANUARY PEARS TRAINING

Direct Education and Indirect Activities

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Tribal Land Acknowledgement

We'd like to acknowledge that today we are gathering on Indigenous land. I'm calling in from the traditional territory of the Coast Salish peoples, specifically the Duwamish Tribe (Dkhw Duw'Absh).

In the role of SNAP-Ed evaluators, we acknowledge that colonial data collecting systems have contributed and continue to contribute to the oppression of Indigenous communities of this land. We must learn, listen, strengthen relationships, and use the power of data to help repair colonial impacts and harm that continue to affect Indigenous communities in Washington State.

We honor and thank the ancestors and leaders who have been stewards of these land and waters since time immemorial.

Agenda

1. Introduction
2. Tips, Tricks, and Common Pitfalls
 1. Direct Education
 2. Indirect Activities
3. Q & A

Meet the Evaluation Team

FFY 2022



Nora Downs



Toi Sennhauser

Evaluation Coordinators

Evaluation Plans

Reporting

Communications

Meet the Evaluation Team

FFY 2022



Erica Tomas
Research Investigator

Direct Education
Evaluation
PEARS Evaluation



Katie Tong
Research Investigator

Regional Evaluation
PSE Evaluation

Tips, Tricks, and Common Pitfalls

DIRECT EDUCATION

Why Use the Program 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 a Program Activity?



YES

Direct Education

- Active participant engagement
- 20 minutes
- Approved WA SNAP-Ed Curriculum



NO

- Food Demos
- Cooking Matters in Your Community
- One-Time Events
- Series that DO NOT follow an Approved WA Curriculum

New Features for FFY 2022

New features for FFY 2022

- ▶ Autopopulated curricula templates:
 - New field titled “**Template**” in PEARS SNAP-Ed Custom Data section.
 - Autopopulated objectives.
 - Autopopulated intervention topics for the entire curriculum.
 - DE Autopopulated fields supplement.
- ▶ Field to document “**Sex**” renamed to “**Gender**” field.

Program Activities Module Walk-through

<https://pears.oeie.org/>





Most Important Take-Aways



If you are using online surveys:

1. Create the Program Activity before the class starts, so you have your PEARS ID ready.
2. Ask participants to write their **exact same** first and last name into the pre- and post-surveys.
 - First name and last initial also works.
 - This allows us to match pre-surveys to post-surveys.

Tips, Tricks, and Common Pitfalls

INDIRECT ACTIVITIES

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 Series

Adding a Series:

- ▶ 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, ...

Reach of Indirect Activities

“New” vs “Unique”

- ▶ **Unique** = number of individuals reached.
- ▶ **New** = have not been reached before.

In most circumstances:

Reach for the **first** indirect activity at a site
includes both
unique and **new** individuals.

Reach of Indirect Activities

Example 1: Sending newsletters home with students at an entire school.

- ▶ The first newsletter has...
 - ☑ **UNIQUE** reach = total number of individuals.
 - ☑ **NEW** reach = individuals not reached yet by indirect activity this fiscal year, and...

- ▶ The second, third, and other newsletters this year have...
 - ☑ They have only **UNIQUE** reach.
 - ✗ **No NEW** reach.

Reach of Indirect Activities

Example 1: Sending newsletters home with students at an entire school.

- ▶ The first newsletter has...
 - ✓ **UNIQUE** reach = 200 students
 - ✓ **NEW** reach = 200 students (yes, those are the same 200 from above.)

- ▶ The second, third, and other newsletters this year have...
 - ✓ They have only **UNIQUE** reach = 200 students
 - ✗ **No NEW** reach.

Indirect Activities Module Walk-through

<https://pears.oeie.org/>





Most Important Take-Aways



1. **Intervention Channels:** Find the closest related channel from the drop-down.
 - Full list of drop-down options: Drop Down Menu Selection Supplemental Guidance
 - Only if absolutely none of the options are close, choose **Other** and describe channel used.
2. **Reach:** If tracking reach through a spreadsheet or other document (as with the Social Media Guidance), please attach to the **Indirect Activities** module.
3. **Multiple indirect activities at a single site:** Report **one** Indirect Activity with multiple channels.
 - E.g., a Farmers Market Kids Club at the same market every week: Create one Indirect Activity and add a new channel to that activity every week.

Q & A

Q and A

Some Q&A Questions:

- ▶ Does Evaluation prefer HP events to be entered individually by location or as one entry when the same series of promotions are happening in multiple places?
- ▶ How do we record Facebook and other media posts not related to a Social Media Campaign?
- ▶ What are the best naming conventions to keep activities/reach tied to a site during analysis?
- ▶ How do we pull data from pears?

We'll send an FAQ document with all the Q&A we got to and all the ones we've not gotten to.

Future PEARs Trainings

Keep an eye out for these future PEARs trainings:

- ▶ **Partnerships and Coalitions** PEARs training in **March 2022**.
- ▶ **PSE** PEARs training in **May 2022**.

We'll share finalized dates soon.

Attend the **Success Stories** PEARs training on **June 7, 2022**.

- ▶ Check with your IA or the [WA SNAP-Ed website](#) for when registration opens.

Resources

Evaluation page:

Guidance documents:

- ▶ FFY 2022 Evaluation Guidance (p. 31-32 for Health Promotion changes)
- ▶ FFY 2022 Direct Education (DE) Survey Guidance
- ▶ FFY 2022 Social Media Reporting Guidance
- ▶ FFY 2022 DE Autopopulated Fields Supplement
- ▶ FFY 2022 PEARS Drop Down Menu Selections
- ▶ [PEARS Training Videos](#)

Technical guidance on the PEARS platform at:
<https://support.pearson.io/>

Resources

SNAP-Ed Evaluation Request Form:

→ <https://wasnap-ed.org/evaluation/evaluation-request-form/>

Evaluation Team Email Address:

→ SNAPedEvaluation@doh.wa.gov


Thank you!

Please don't forget to fill out our post-training survey!





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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

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