

PEARS Indirect Activity Channels

PEARS indirect activity channels include the following:

- Articles
- Billboards, bus/van wraps, or other signage
- Calendars
- Community events/fairs – in which participated
- Community events/fairs – only sponsored
- Electronic materials (e.g. email and electronic newsletters or mailings/text messaging)
- Fact sheet
- Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)
- Nutrition education reinforcement items (e.g., pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)
- Other, please specify
- Point-of-sale or distribution signage (e.g., displays or window clings in retail stores)
- Radio interview
- Radio public service announcement
- Social media (e.g., Facebook, Twitter, Pinterest, and blogs)
- Software application
- Television interview
- TV public service announcements
- Videos (includes CD, DVD, and online video sites like YouTube)
- Websites