



## FFY19: DOH PEARS Reporting Requirements and Descriptions

Type of activity	Definition	Where to report	How often to report
<b>Direct Education</b>	Direct education takes place when a participant is actively engaged in the learning process with an educator/interactive media for at least 20 minutes using a Washington-approved SNAP-Ed curriculum. Direct education provides an opportunity to obtain demographic information about individual participants.	PEARS: Program Activity Module	<b>Ongoing (real time)</b>
<b>Indirect Education</b>	The distribution of information and resources, including any mass communications, public events (one-time events) and materials distribution that do not meet the definition of direct education, social marketing or PSE.	PEARS: Indirect Activity Module	
<b>PSE</b>	Policy, Systems and Environmental (PSE) site activities include one or more policy, systems or environmental strategies. PSE interventions shape policies, practices and physical environments to support and improve obesity prevention efforts.	PEARS: PSE Module	<b>Update quarterly</b>
<b>Partnerships</b>	A partnership is work done in collaboration with other sites or organizations. Partners do not receive direct SNAP-Ed funding but are involved in SNAP-Ed programs.	PEARS: Partnership Module	
<b>Coalitions</b>	A coalition is a <u>group</u> of individuals or organizations that commit to joint action in adopting practices, supports and standards.	PEARS: Coalitions Module	
<b>Social Marketing</b>	Social marketing is “the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve personal welfare” (CDC). Social marketing channels include social media, mass media, and promotional media.	PEARS: Social Marketing Module	
<b>Success Stories</b>	Success stories are an opportunity to show program impact with words. Please share stories about programming in different settings and with different populations. When possible, include photos (with photo releases!) and statistics to provide context.	PEARS: Success Stories Module	