Food Stamp Nutrition Education
EARS Reporting Form

State: _____   **Federal Fiscal Year:** _____

Number of Implementing Agencies*: _____

Name of Each Implementing Agency*

* An implementing agency is defined as an organization that has a contract/formal agreement with the State Food Stamp Program Agency to develop and deliver nutrition education activities in the state.

DIRECT EDUCATION:

Items #1-6 ask for information about participants and activities associated with direct food stamp nutrition education. **Direct Education** is defined as interventions where a participant is actively engaged in the learning process (with an educator and/or interactive multimedia). For an activity to qualify as direct education, information on the number of individuals, Food Stamp Program participation, age, gender, and race/ethnicity must be collected.

Enter the unduplicated number of individual participants NOT the number of contacts.

1. **Unduplicated Count of FSNE Participants by Age and Food Stamp Program Status**

		A	B	C	D	E
		< 5 Years	5-17 Years (grade K-12)	18-59 Years	60 Years or More	All Ages Combined
1	No. Food Stamp Recipients in FSNE					
2	No. Other Participants in FNSE					
3	Total No. FSNE Participants					

INSTRUCTIONS
- Enter **the total number of Food Stamp recipients in FSNE** by age ranges and by all ages combined (Row 1; Columns A-E).
- Enter the **total number of other (non- food stamp)participants in FSNE** by age ranges and by all ages combined (Row 2; Columns A-E).
- Enter the **total number of FSNE participants by age category** (Row 3; Columns A-E). Each number in Row 3 should equal the sum of lines 1 and 2 in that column.

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○   If necessary, estimate food stamp status among children in columns A and B who receive FSNE services in school and child care settings. Multiply the number of children participating in FSNE at each school or child care facility by the percent of students enrolled in the free school lunch program.

Example: An elementary school program has 100 children participating in FSNE and the school's free lunch participation rate is 60%. In the "5-17 Years (grade K-12)" column, report 60 students under "No. of Food Stamp Participants in FSNE" and 40 students under "No. Other Participants in FSNE" for a total of 100 students.

2. Unduplicated Count of FSNE Participants by Gender

		A	B
		Female	**Male**
1	No. FSNE Participants		

INSTRUCTIONS
Enter the number of individuals participating in DIRECT EDUCATION by gender (Row 1; Columns A and B).   The total of A and B should equal the total number of FSNE participants in Item 1, Row 3, column E.

3. Unduplicated Count of FSNE Participants by Race and Ethnicity

		A	B
		No. FSNE Participants by Race	**No. of Hispanic or Latino Participants by Race**
Individuals Reporting ONLY ONE RACE	**1. American Indian or Alaska Native**		
	2. Asian		
	3. Black or African American		
	4. Native Hawaiian or Other Pacific Islander		
	5. White		
Individuals Reporting MULTIPLE RACES	**6. American Indian or Alaska Native and White**		
	7. Asian and White		
	8. Black or African American and White		
	9. American Indian or Alaska Native and Black or African American		
	10. All Others Reporting More than One Race		
	11. TOTAL		

INSTRUCTIONS
• Column A: In lines 1-5, report the number of FSNE participants reporting only one race. In lines 6-10, report the number of FSNE participants reporting two or more races. Use line 10

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for all FSNE participants who describe themselves with a racial combination not included in lines 6-9. In line 11, enter the sum of lines 1-10 under Column A; this number should equal the total number of FSNE participants in Item 1, Row 3, column E.

- Column B: For the purposes of this form, "Hispanic or Latino" is an ethnic group, not a race. In lines 1-10, report the number of Hispanic and Latino FSNE participants for each racial category in column A. In line 11, enter the sum of lines 1-10 under Column B.

4.   Number of FSNE Delivery Sites by Type of Setting

Type of Setting	No. of Different Sites/ Locations	Type of Setting	No. of Different Sites/Locations
Adult Education & Job Training Sites		Libraries	
Adult Rehabilitation Centers		Other Youth Education Sites (includes Parks and Recreation)	
Churches		Public/Community Health Centers	
Community Centers		Public Housing	
Elderly Service Sites		Schools-students (K-12)	
Emergency Food Assistance Sites		Schools – adults/parents	
Extension Offices		Shelters	
Farmers Markets		WIC Programs	
Food Stamp Offices		Worksites	
Food Stores		Other (please specify):	
Head Start Programs		Other (please specify):	
Homes		Other (please specify):	

INSTRUCTIONS
For each type of DIRECT EDUCATION setting used, enter the number of different sites/locations. ONLY record each site ONCE on this form. If a site can be recorded in more than one location, choose the location that best reflects the nature of service delivery or the group you are attempting to reach.

EXAMPLE 1: FSNE is provided to residents of a shelter that is located in a local church. Record this site under "Shelter" as this is the group you are attempting to reach.

EXAMPLE 2: FSNE is provided to participants in Head Start which is operating in the local elementary school. Record this site under "Head Start" as this is the population group you are attempting to reach.

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SPECIAL NOTE FOR USE OF INTERACTIVE MULTIMEDIA: If you provide interactive multimedia education, please report locations where kiosks/computers are available.

5. Direct Education Programming Format

	Format	A Number delivered	B Time range per session (in minutes)	C % delivered by interactive multimedia
	Example	*40*	*45-60 minutes*	*10%*
1	Single session			
2	Series – two to four sessions			
3	Series – five to nine sessions			
4	Series – ten or more sessions			

INSTRUCTIONS
- For Rows 1-4, Column A, enter the number of single sessions, the number of two-four session series, the number of five-nine session series, and the number of series with ten or more sessions delivered.
- For Rows 1-4, Column B, enter the time range per session in minutes.
- For Rows 1-4, Column C, enter the percent of Column A delivered by interactive multimedia lessons/modules.

6. Primary Content of Direct Education

CODE:	CODE:	CODE:	CODE:

INSTRUCTIONS
- Identify up to four educational topic areas of emphasis from the list below. Record only one code per box. **DO NOT REPORT Food Stamp Program OUTREACH IN THIS TABLE.**

A.   FAT FREE & LOW FAT MILK OR EQUIV (& ALTERNATE CALCIUM SOURCES)
B.   FATS AND OILS
C.   FIBER-RICH FOODS
D.   FOOD SHOPPING/PREPARATION
E.   FRUITS & VEGETABLES
F. LEAN MEAT AND BEANS
G. LIMIT ADDED SUGARS OR CALORIC SWEETNERS
H. MYPYRAMID – HEALTHY EATING PLAN
I.   PHYSICAL ACTIVITY
J. PROMOTE HEALTHY WEIGHT
K. SODIUM & POTASSIUM
L.   WHOLE GRAINS
M. ALL CONTENT AREAS COVERED (CODES A-L)
N. OTHER (specify): _____(possible for electronic form)

SOCIAL MARKETING INITIATIVES:

Item #7 asks for information about FSNE social marketing initiatives. **Social Marketing** is defined as a consumer-focused, research-based process to plan, implement and evaluate interventions that are designed to influence the voluntary behavior of a large number of people in the target audience. (adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education).

For an activity to qualify as a social marketing campaign, the initiative being reported must have included all of the following steps:

- Identified a specific segment of the food stamp/low income population to target.
- Identified the specific nutrition needs of the target audience, associated target behavior(s), and the target audience's reasons for and against changing behavior.
- Interacted with the target audience to see if the message, materials, and delivery channel are understood and meaningful (would lead to behavior change).

7. Description of ALL Social Marketing Campaigns
Attach an additional form to record data, if there are more than five campaigns.

A. Name of Campaign	B. Current Year of Campaign	C. Major Campaign Activities for Current Year *Use Codes*	D. Priority Population *Use Codes*	E. Estimated No. of FSP Recipients Reached	F. Estimated No. of Other Low Income Persons Reached	G. Total Estimated Reach (Low-Income, FSP Recipients AND All Others)
1						
2						
3						
4						
5						

INSTRUCTIONS
For each social marketing campaign being planned, under development or operating:

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- A. Enter the name of the campaign.
- B. Enter the current campaign year for this annual reporting cycle. Be sure to include planning and development phases.
  Example: If this is the third year of a five year campaign, record 3 in Column B.
- C. Enter **one or more** of the following codes that describe major phases of campaign activities:

  o P=Planning (includes market and formative research),
  o D=Developing (includes campaign/materials design and consumer testing),
  o I =Implementing
  o E=Tracking and Evaluation

- D. Enter **all** of the appropriate codes describing the <u>priority population</u> (target audience) that this campaign is intended to reach*:*

  o Ethnicity: F= Latino/Hispanic
                 G= Non-Latino/Hispanic Individuals

  o Race: A= American Indian or Native Alaska
                 B= Asian
                 C= Black/African American
                 D= Native Hawaiian/Pacific Islander
                 E= White

  o Gender: H=female
                 I = male

  o Age: J = all ages
                 K= less than 5 years of age
                 L= 5 to 17 years of age
                 M=18 to 59 years
                 N= 60 years of age or older

Note: For Columns E, F and G, enter the expected number of impressions or contacts as estimated from marketing data and/or your campaign plans. It is NOT an actual count of individuals.
- E. Enter the <u>estimated number of Food Stamp Program recipients</u> reached through this campaign
- F. Enter the <u>estimated number of low-income persons </u>(EXCLUDING Food Stamp recipients) reached through this campaign.
- G. Enter the <u>total estimated number of people</u> (low-income, Food Stamp recipients AND all others) reached.

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7. Continued-Description of ALL Social Marketing Campaigns

	H. Primary Intervention Levels *Use Codes*	I. Key Messages *Use Codes*	J. Primary Intervention Channels *Use Codes*	K. Total Expenditure for Social Marketing Campaign for Reporting Year	L Total Federal FSNE Expenditure for Reporting Year
1				$	
2				$	
3				$	
4				$	
5				$	

INSTRUCTIONS

- H. Enter **one or more codes** describing each campaign's level(s) of intervention:

  - A=Individual
  - B=Interpersonal (groups)
  - C=Institution/Organization
  - D=Community
  - E=All Levels
  - F=Other – please specify

- I. Enter **up to three codes** for each campaign's priority education topics/messages. Use the codes listed in the Instructions for Item # 6.
- J. Enter the **all of the codes** corresponding to the intervention channels used in each campaign:

  - A=Nutrition Education Radio PSA
  - B=Nutrition Education TV PSA
  - C=Nutrition Education articles
  - D=Billboards, bus wraps, or other signage
  - E=Participation in community events/fairs
  - F=Sponsor community events/fairs

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- ○ G=Fact sheets/pamphlets/newsletters
- ○ H=Posters
- ○ I=Calendars
- ○ J=Promotional materials w/nutrition messages (pens, pencils, wallet reference cards, magnets, cups, etc)
- ○ K=Website
- ○ L=Electronic (email) materials/info distribution
- ○ M=Videos/CD-Rom
- ○ N=Retail/point-of-purchase activities
- ○ O=Other – please specify

- K. Enter the **total expenditure (State and Federal FSNE and any other funds)** for the campaign this reporting year.
- L. Enter the **Federal FSNE expenditures** for the campaign this reporting year.

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INDIRECT EDUCATION:

Item #8 asks for information about food stamp indirect education. **Indirect Education** is defined as the distribution of information and resources and includes any mass communications, public events and materials distribution that DO NOT meet the definitions of Direct Education or Social Marketing Campaigns.

8a. Types of Materials Distributed

	Check if applicable
fact sheets/ pamphlets/newsletters	
Posters	
Calendars	
Promotional Materials w/nutrition messages (pens/pencils/wallet reference cards/magnets/cups/etc)	
Website	
Electronic (Email) materials/info distribution	
Videos/CD Rom	
Other	

INSTRUCTIONS
Check all methods/materials used for indirect education

8b. Estimated Size of Audiences Reached through Communication and Events

	Estimated No. of target population reached
EXAMPLE: Nutrition Education Radio PSAs	125,000
Nutrition Education Radio PSAs	
Nutrition Education TV PSAs	
Nutrition Education Articles	
Billboard, Bus or Van Wraps, or Other Signage	
Community Events/Fairs -- in which Participated	
Community Events/Fairs -- Only Sponsored	

INSTRUCTIONS
For **each type of communication channel and event** enter the estimated number of individuals in the target population(s) reached.

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SUMMARY OF EXPENDITURES:

Items #9-10 ask for information about FSNE expenditures.

9. Expenditures by Sources of Funding (*See Instructions*)

	Expenditures for Reporting Year
I. Public Cash Contributions -- State and Local Tax Revenue **only**	$
2. Public and Private Cash Contributions -- **other than** State and Local Tax Revenue	$
3. Sum of Lines 1 & 2	**$**
4. Public In-Kind Contributions (non-cash)	$
5. Private Cash Contributions to State Food Stamp Agency only	$
6. Indian Tribal Organization Contributions	$
7. Sum of 4, 5 & 6	**$**
8. Federal Reimbursement	**$**
9. TOTAL FSNE EXPENDITURES: Sum of 3, 7 & 8	**$**

INSTRUCTIONS
All dollar amounts recorded in item #9 should reflect actual expenditures NOT those initially budgeted.

- 1. Enter the dollar value of expenditures paid only with State and local tax revenue designated specifically for FSNE activities.
- 2. Enter the dollar value of expenditures paid with public and private cash contributions. These are contributions that are received by state implementing agencies or their subcontractors other than State and local tax revenues designated specifically for FSNE activities.
- 3. Enter the sum of lines 1 and 2 in line 3.
- 4. Enter the dollar value of expenditures paid with <u>public</u> in-kind (non-cash) contributions. These contributions are defined as goods or services provided by a state or local agency for which no cash funds are transferred and no out-of-pocket cost is incurred by the contributing agency. Typically, in-kind contributions are the value of goods or services provided by volunteers.
- 5. Enter the dollar value of expenditures paid with private cash contributions made to the State Food Stamp Office/Agency These contributions are funds provided by non-governmental groups. They may include cash provided to the State or outlays made directly by a non-governmental organization to cover approved FSNE costs.
- 6. If applicable, enter the dollar value of expenditures paid with Indian Tribal Organization (ITO) contributions. Although technically ITO contributions are Federal funds, for the purposes of FSNE reimbursement, they are considered state match.
- 7. Enter the sum of lines 4, 5 and 6 in line 7. This may be less than 50% of the Total FSNE Expenditures in line 9 when there is an ITO contribution because FNS reimburses allowable activities conducted on Indian reservations at the 75% rate.

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- 8. Enter the total amount of the federal reimbursement for FSNE; this is the total amount chargeable to FNS. It may be greater than 50% of total outlays when there is an ITO contribution because FNS reimburses for allowable activities conducted on Indian reservations at the 75% rate.
- 9. Enter the sum of lines 3, 7 and 8 to record Total (allowable) FSNE Expenditures.

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10. Expenditures by Category of Spending (*See Instructions below*)

Cost breakouts for item #10 may be the actual allocation or estimated.

1. Total Expenditures for FSNE Program Delivery	$
2. Total Expenditures for Administrative Costs	$
3. TOTAL FSNE Expenditures (State and Federal)	**$**

Data provided in this table are: _____ actual or ____estimated based on FTE allocation.

INSTRUCTIONS
Costs reported in this table may be calculated based on 1) the actual expenditures associated with each component described above or 2) be estimated based on multiplying the percentage of total FTE time spent on nutrition education versus administration to any cost component that is not tracked separately as a delivery or administrative expense. *Example: 45% of FTEs are for administrative functions. Apply this to the total expenditures and you can estimate your Total Expenditures for Administrative Costs, line 2.*

Line 1: Count all of the following as Nutrition Education Program Delivery Expenditures:
- Dollar value of salaries and benefits associated with staff time spent providing approved and allowable FSNE activities.
- Cost of all food demonstration supplies.
- Cost of purchasing and/or developing educational materials (literature/materials/audiovisuals).
- Cost of developing and implementing media campaigns.
- Dollar value of the pro-rated costs of space used to deliver FSNE.
- Cost of any FSNE evaluation efforts.
- Cost of traveling to deliver FSNE services.
- Cost of training for nutrition education providers.
- Indirect costs (must be proportionate to time spent to delivery of FSNE)
- Other overhead charges (space, HR services, etc).

Line 2: Count all of the following as FSN Administrative Expenditures:
- Dollar value of salaries and benefits associated with staff time spent on FSNE administration not on nutrition education. (*example: State FSP/IA/Project staff, support staff*).
- Cost of training to performing administrative functions like record keeping, accounting, etc.
- Cost of reporting.
- Cost of equipment and office supplies.
- Operating Costs.
- Indirect Costs for those administrative staff not covered above.
- Other overhead charges associated with administrative expenses.(space, HR services, etc).

Line 3: Sum of lines 1 and 2.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-XXX. The time required to complete this information collection is estimated to average XX hours per response, including the time to review instructions, search existing data resources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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