

Tips to Navigate the Nuance of EARS

Preparing for EARS Reporting

The Education and Administrative Reporting System (EARS) is used by all SNAP-Ed programs in the U.S. to report consistent information about SNAP-Ed. Reporting is split into sections.

Direct education-specific sections:

- Direct education- information on participation by age and sex
- Direct education- information on participation by race and ethnicity
- Direct education- characterizing education session format, delivery, time, and use of interactive media

Sections that gather information related to direct education and PSE:

- Interventions- characterizing implementation
- Partnerships- entities that receive no direct SNAP-Ed funding but are involved in SNAP-Ed programs

The *FY2021 SNAP-Ed Final Report: EARS Data Report Instructions* provide lots of information to help us all report consistently. It's helpful to review the instructions and have them open while you gather and report EARS information.

This reporting takes some time! Plan enough time to gather and enter all needed information. If you have questions as you work through it, ask your project manager!

Useful Definitions:

- Direct education (DE)** can be virtual or in-person, but must involve delivering a **core, evidence-based nutrition education intervention** to a group of eligible participants who are actively engaged. Direct education must be **at least 20 minutes** in length and must be **interactive** (i.e., provide an individualized educational experience based on participants' input). Associated reach data must be collected or estimated.
- You will be asked to report the **actual** numbers of **sessions** and **series** delivered for **ALL** your DE interventions across your program.
 - Session** = a single, face-to-face interaction where DE is provided.
 - Series** = a group of multiple sessions during which a complete DE intervention is delivered to a group/classroom of participants.
 - The planned sessions and series were included in your FY21 Program Summary in the Program Description section. Actual numbers of sessions and series delivered should be recorded on the educator logs your team completed.
 - Pages 24-34 of the *EARS Data Report Instructions* provides instructions, examples, and a guide for how you can quickly check your session and series calculations.
- You will be asked about the number of sessions delivered using **interactive multimedia**. For EARS reporting, **interactive media** is very narrowly defined. "**Interactive media** integrates text, audio, graphics, still images, and moving pictures into a computer-controlled, multimedia product that provides an individualized educational experience based on a participant's input." According to program summaries, MI did not provide any interactive media. If you think you have used interactive multimedia aligned with this definition, let your MFF project manager know. See page 32 of the *EARS Data Report Instructions* for more.

Avoid Common Missteps!

Tips for the Direct Education Reporting Sections

- The number of DE participants you report should span across **all** your DE interventions. This is an **unduplicated count** of people who received DE and does not include indirect reach.
- Demographic data (age, sex, race, and ethnicity) from **all** DE interventions must be reported.
- For any estimated reach counts for participation by age and sex, remember to explain the estimation method used.
- Remember DE reach and demographics from the Farmers Market Food Navigator Program if you used that intervention!

Tips for the Intervention Reporting Section

REPORT ON EVERY DE AND PSE INTERVENTION YOU USED IN FY21! Reference your FY21 Program Summary to make sure you've reported on everything. For each intervention:

- Report the reach and describe how the reach was calculated. The total reach will include DE and/or PSE reach and any associated indirect channel (IC) reach.
 - Add any IC reach! Make sure IC reach numbers used in your calculation do not include any people already counted in the DE and/or PSE reach for the intervention.
 - For PSE interventions, only add reach if PSE changes were made during FY21.
- Identify the different channels you used to provide indirect education to supplement the intervention and reach people beyond your DE participants, if applicable. Indirect channels do not apply to what you might have provided to DE participants only.
- Identify all the settings where the intervention was conducted.
 - Only select one setting to represent each site, the setting that best describes the site.
 - If indirect education reached people in their homes, be sure to include individual homes as a setting.
 - If your intervention used your agency's website or social media channels to reach participants because of COVID-19, and they received the intervention at home, select 'Other places where people live or live nearby,' identify this setting as "COVID-19 HOME," and report the number of homes. See pages 43-44 of the *EARS Data Report Instructions* for more.

Tips for the Partnerships Reporting Section

- Include all partners for your DE and PSE work: partners in your PSE reporting and other delivery sites IF there is involvement in SNAP-Education programming that goes beyond solely providing a physical space for SNAP-Education programming.
- Plan time to complete this additional information for each partnership type: how many partners you had of each type, what support your SNAP-Education program received from them, and what support you provided to them.

COVID-19 INTERVENTIONS

In the interventions reporting you will see two versions of each intervention, one with the intervention name, and one with the intervention name followed by – COVID-19.

Select a "COVID-19 version" of an intervention if:

- The intervention was **NEWLY IMPLEMENTED** in FY21 because of COVID-19. (If an intervention was **newly implemented** in FY21, regardless of COVID-19, but it was **adapted** because of COVID-19, it is also a COVID-19 intervention.)

---OR---

- You used the intervention in FY20 (with or without COVID-19 adaptations), and in FY21 you adapted it for COVID-19 in **NEW** or **ADDITIONAL** ways.

NOTE: If the intervention had adaptations for some but not all series/groups, and you have reach numbers for the groups that had adaptations and the groups that did not, report separately for both the COVID-19 version and the standard version. If you cannot split reach by those that did and did not have adaptations, report everything together under the standard version of the intervention.

NOTE: Adaptations can include, but are not limited to, limiting class sizes and ensuring social distancing and delivering programming through alternative channels (e.g., virtually).

See *EARS Data Report Instructions* pages 35-58 for examples and more.