

FY 2024 SNAP-Ed Final Report

Reach Report Instructions




This institution is and equal opportunity provider.

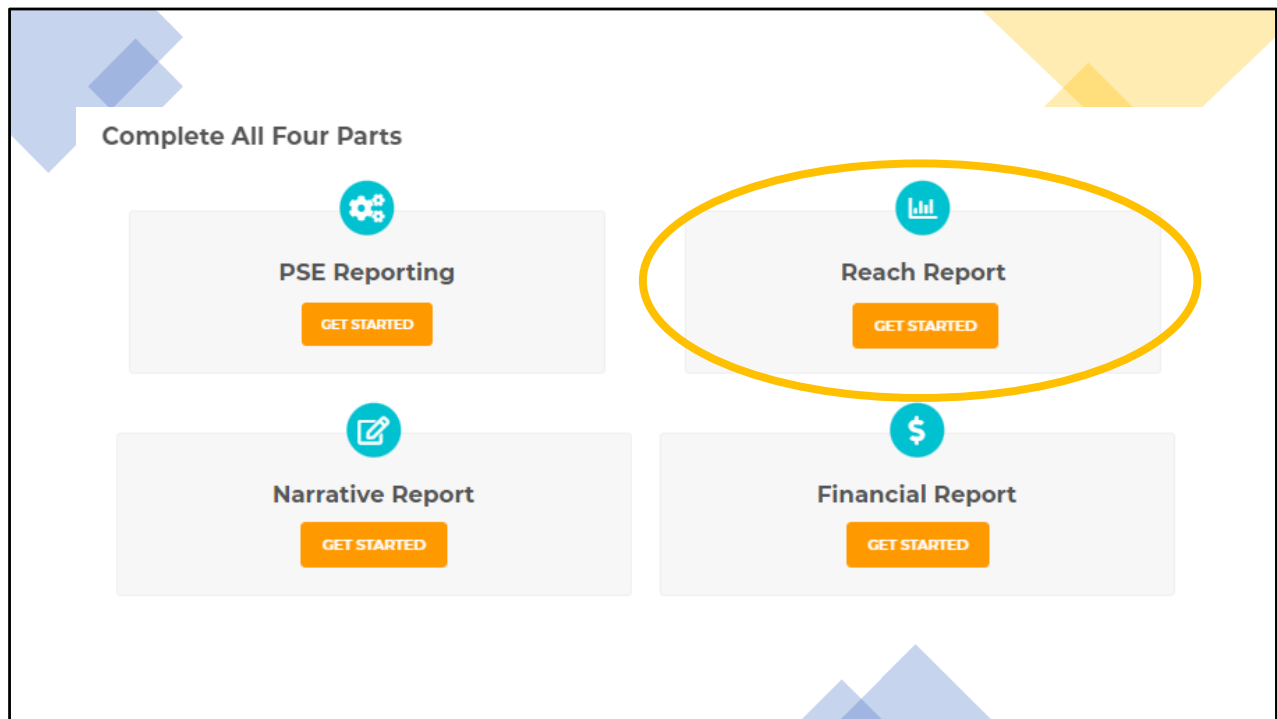
The following instructions accompany the Reach Report. **Please read both the slides AND the notes below the slide as they may contain additional information/details.**

Getting Started



Have the following ready to support your Reach Report entry

- These Reach Report Instructions
 - FY24 Program Summary (Subs) or FY24 Scope of Work (CIPs)
 - Reach Report Form
 - Linked - https://michiganfitness.formstack.com/forms/reach_report_fy24
 - Your program participant data files
- 



To access the Reach Report:

If your SNAP-Ed program is a **subrecipient**:

- Go to <https://snap-ed.michiganfitness.org/reporting/subrecipient-final-report>
- Click the "Get Started" button under "Reach Report" to be directed to the online form

If your SNAP-Ed program is a **Community Impact Project**:

- Go to <https://snap-ed.michiganfitness.org/reporting/community-impact-project-final-report>
- Click the "Get Started" button under "Reach Report" to be directed to the online form

FY 2024 Reach Report

Please enter the following information:

Your Name* Email*

First Name Last Name

Organization*

IMPORTANT!
If you click the "Save and Resume Later" link more than once, be sure to save the most recent version of the link you receive. The link you receive will change each time you click Save and Resume Later. Previous versions of the link will not contain your most recent changes.

Save and Resume Later

Next

Progress

When you open the Reach Report, the first section will require you to fill out contact information. Like other forms you've completed if you need to close the Reach Report and come back to it later, you may do so at any time by clicking 'Save and Resume Later.' Clicking this brings up a prompt that allows you to cancel the action OR save and get a link sent to your email that will allow you to access the form with all your saved information.

Please note that each time you click 'Save and Resume Later,' a new link will be generated. Therefore, it's important to save and use the most recent link emailed to you. Previous links will not contain your latest changes.

Once you have entered your contact information and you are ready to continue, click 'Next' to move to the next section.

Reporting Direct Education Reach

Reach

Complete the following information to report the number of unduplicated SNAP-Ed direct education (DE) participants in ALL of your FY24 direct education interventions. Reporting an unduplicated count means providing the number of unique individuals reached through your program, regardless of the number of direct education sessions or contacts. *Note this is only individuals directly reached through DE; it does not include indirect channel reach.*

Total unduplicated SNAP-Ed DE participants:*

[Save and Resume Later](#)

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- Enter the **TOTAL** number of participants who participated in direct education with your program
- A participant can only be counted once per intervention

On this page you will enter the total unduplicated SNAP-Ed direct education participants, AKA the direct education reach. Reminders:

- A participant can be counted once for participating in any of your direct education interventions.
- This number should not include indirect channel reach. This is only DE reach.
- For additional reminders, see the next two slides.

Example, if Billy participates in a direct education series, he counts as one participant. If Billy later participates in a *different* intervention, he will be counted a second time.

DE Reach Important to Remember - 1

- Direct education reach must be collected or estimated
- Direct education must:
 - Involve delivering a core, evidence-based nutrition education intervention to eligible people
 - Follow the intervention guidance for lesson duration that supports behavior change and allows for active engagement
 - Be interactive – meaning it provides individualized experience based on participants' input in real-time

DE Reach Important to Remember - 2

- The number of unduplicated participants you report should span across **ALL** your DE interventions, including the DE component of any combined DE/PSE intervention.
- You should only report on direct education reach numbers.
- A participant can only be counted once per intervention. When reporting all your DE reach, ensure it's an unduplicated count.
 - This means when you have a participant complete two different interventions, they would be counted twice.

For example, in the case of a combined DE/PSE intervention, you should only include the number of participants that received the direct education.

A participant can only be counted once for each different intervention they participate in. An **unduplicated count** of people should be recorded **across all interventions**. For example, if Billy participates in a direct education series A, he counts as one participant. If Billy later participates in a *different* intervention, Billy will be counted a second time.

Total DE Reach by Age

Totals column auto-calculates

Less than 5 years - Actual count *	Less than 5 years - Estimated count *	Less than 5 years - Total
<input type="text" value="1"/>	<input type="text"/>	0 auto-calculated
5-7 years - Actual count *	5-7 years - Estimated count *	5-7 years - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated
8-10 years - Actual count *	8-10 years - Estimated count *	8-10 years - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated
11-13 years - Actual count *	11-13 years - Estimated count *	11-13 years - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated
14-17 years - Actual count *	14-17 years - Estimated count *	14-17 years - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated
18-59 years - Actual count *	18-59 years - Estimated count *	18-59 years - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated
60-75 years - Actual count *	60-75 years - Estimated count *	60-75 years - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated
76 years or older - Actual count *	76 years or older - Estimated count *	76 years or older - Total
<input type="text"/>	<input type="text"/>	0

- It's okay to have a combination of estimated and actual data.
- If estimating demographics, use existing data about the population you are serving such as census data or school data.
- Enter "0" in any empty fields.

Note – it is never appropriate to change or challenge a self-declaration made by a participant.

Total unduplicated SNAP-Ed
DE Participants
(Form page 2)

=

Actual count + Estimated
count

If you have the self-reported age of participants, then you'll enter in the actual count boxes for the ages.

If you don't have self-reported participant age, you'll be entering estimates.

Total DE Reach by Age Continued

The number displayed in the 'Total Estimated and Actual Reach - All Ages' auto-calculated field must be equal to the number entered in the 'Total unduplicated SNAP-Ed DE participants' field on page 2 (shown below).

The total unduplicated SNAP-Ed DE reach entered on page 2 **MUST MATCH** the total estimated and actual reach for all ages.

Total unduplicated SNAP-Ed DE participants entered on page 2:

100 ✓

Total Estimated and Actual Reach - All Ages

100 ✓
auto calculated

[Save and Resume Later](#)

Previous

Next

Here is an example of what the bottom of the direct education reach by age page will look like if it's completed correctly. The unduplicated reach is pre-populated from form page two and the second field is the total from this page.

Total DE Reach by Age Continued

If the total unduplicated SNAP-Ed DE reach entered on form page 2 **does not match** the total estimated and actual reach – all ages, you'll see a red, warning message appear.

No red message, then your numbers match.

Total unduplicated SNAP-Ed DE participants entered on page 2:

Total Estimated and Actual Reach - All Ages

auto calculated

Warning: The 'Total Estimated and Actual Reach - All Ages' must be equal to the total DE reach entered.

[Save and Resume Later](#)

To remove the warning message, confirm that the numbers entered for all age categories are entered. Then confirm that you entered your unduplicated reach count correctly on page 2.

If the two fields do not match, you'll see this warning message. This means you need to confirm your numbers on this page because some numbers might be missing or mistyped.

Total DE Reach by Age

Complete this section to report the number of SNAP-Ed direct education participants for your program by age.

Note:

- Reporting an *unduplicated count* means providing the number of unique individuals reached through your program, regardless of the number of direct education sessions or contacts.
- Both *actual counts* and *estimated counts* can be used. *Actual counts* should be used whenever possible.
- All fields are required, except those that are auto-calculated. Enter a "0" in those fields for which there is no data.
- Important: The number displayed in the *Total Estimated and Actual Reach - All Ages* auto-calculated field must be equal to the number entered in the *Total unduplicated SNAP-Ed DE participants* field on page 2.

Less than 5 years - Actual count *	Less than 5 years - Estimated count *	Less than 5 years - Total
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/> <small>auto calculated</small>
5-7 years - Actual count *	5-7 years - Estimated count *	5-7 years - Total
<input type="text" value="0"/>	<input type="text" value="60"/>	<input type="text" value="60"/> <small>auto calculated</small>
8-10 years - Actual count *	8-10 years - Estimated count *	8-10 years - Total
<input type="text" value="0"/>	<input type="text" value="40"/>	<input type="text" value="40"/> <small>auto calculated</small>
11-13 years - Actual count *	11-13 years - Estimated count *	11-13 years - Total
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/> <small>auto calculated</small>
14-17 years - Actual count *	14-17 years - Estimated count *	14-17 years - Total
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/> <small>auto calculated</small>
18-59 years - Actual count *	18-59 years - Estimated count *	18-59 years - Total
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/> <small>auto calculated</small>
60-75 years - Actual count *	60-75 years - Estimated count *	60-75 years - Total
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/> <small>auto calculated</small>
76 years or older - Actual count *	76 years or older - Estimated count *	76 years or older - Total
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/> <small>auto calculated</small>

Reach by Age Example

For example, let's say a program's total unduplicated DE reach = 100 participants in the fiscal year. The program only delivers DE to elementary aged students and does not have any self-reported data.

We used school data to estimate participant age for the grades we delivered our intervention to.

If we don't have the participant ages, for school-based programs we can associate the grade with the average age of the student. For example, most kindergarten students are on average 5 years old.

Totals match

The number displayed in the *Total Estimated and Actual Reach - All Ages* auto-calculated field must be equal to the number entered in the *Total unduplicated SNAP-Ed DE participants* field on page 2 (shown below).

Total unduplicated SNAP-Ed DE participants entered on page 2:	<input type="text" value="100"/>
Total Estimated and Actual Reach - All Ages	<input type="text" value="100"/> <small>auto calculated</small>

Reach by Gender

- It's okay to have a combination of estimated and actual data.
 - Reminder that participants are not required to report gender, and an estimated count may be used.
- Use estimated counts in the absence of self-reported data.
- If estimating demographics, use existing data about the population you are serving such as census data or school
- Enter "0" in any empty fields.

Note – it is never appropriate to change or challenge a self-declaration made by a participant.

Total number of participants reached with DE (Form page 2)

=

Actual count + Estimated count

Total DE Reach by Gender

Complete this section to report the number of SNAP-Ed direct education participants for your program by gender.

Note:

- Reporting an *unduplicated count* means providing the number of unique individuals reached through your program, regardless of the number of direct education sessions or contacts.
- Both actual counts and estimated counts can be used. Actual counts should be used whenever possible.
- All fields are required, except those that are auto-calculated. Enter a "0" in those fields for which there is no data.
- **Important:** The number displayed in the *Total Estimated and Actual Reach - Gender* must be equal to the number entered in the *Total unduplicated SNAP-Ed*

Totals column auto-calculates

Male - Actual count *	Male - Estimated count *	Male - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated
Female - Actual count *	Female - Estimated count *	Female - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated
Prefer not to respond - Actual count *	Prefer not to respond - Estimated count *	Prefer not to respond - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated
Unknown - Actual count *	Unknown - Estimated count *	Unknown - Total
<input type="text"/>	<input type="text"/>	0 auto-calculated

The number displayed in the *Total Estimated and Actual Reach - Gender* auto-calculated field must be equal to the number entered in the *Total unduplicated SNAP-Ed DE participants* field on page 2 (shown below).

Total unduplicated SNAP-Ed DE participants entered on page 2:

100

Total Estimated and Actual Reach - Gender

0
auto-calculated

Warning: The *Total Estimated and Actual Reach - Gender* must be equal to the total DE reach entered.

Note that the categories here are defined by FNS. If you have self-reported data, report that as actual counts. Otherwise, your entries will be estimated. You should use existing demographic data to help complete the estimated count fields.

If using your own demographic tracking tool and a person did not answer the gender question you'd count them in unknown estimated count.

Your actual and estimated counts by gender must equal the total unduplicated participants reached from form page 2. If they don't match, you'll see the warning message, like you can see on this screenshot.

Reach by Gender Example: using self-reported data

Our program reached 100 participants and 88 self-reported gender and 12 did not respond to the question.

Program's Data:	Report in Reach Form as:	Estimated Counts	Totals column auto-calculates		
46 self-reported as male	46 male actual count	0	Male - Actual count* 46	Male - Estimated count* 0	Male - Total 46 <small>auto calculated</small>
42 self-reported as female	42 female actual count	0	Female - Actual count* 42	Female - Estimated count* 0	Female - Total 42 <small>auto calculated</small>
0 self-reported prefer not to say	0 prefer not to say actual count	0	Prefer not to respond - Actual count* 0	Prefer not to respond - Estimated count* 0	Prefer not to respond - Total 0 <small>auto calculated</small>
12 people did not self-report gender	0 unknown (gender) actual count	12 unknown (gender) estimated count	Unknown - Actual count* 0	Unknown - Estimated count* 12	Unknown - Total 12 <small>auto calculated</small>

The number displayed in the "Total Estimated and Actual Reach - Gender" auto-calculated field must be equal to the number entered in the "Total unduplicated SNAP-Ed DE participants" field on page 2 (shown below).

Total unduplicated SNAP-Ed DE participants entered on page 2:
100 ✓

Total Estimated and Actual Reach - Gender
100 ✓

Here is an example of how you'd report data when you have self-reported data. We reached 100 adult participants through direct education classes, 88 self-reported gender so 88 are reported in the actual count fields for male and female. The remaining 12 participants did not respond to the gender question we used to track self-reported data. So those 12 are all estimated unknown gender.

Reach by Gender Example 2: using estimated data

Program's Data:	Estimated Counts	Report in Reach Form as:																
<p>Our program reached 100 participants.</p> <ul style="list-style-type: none"> - 75 students at school - 25 community members. <p>We have no self-reported data so we will calculate estimates using school data and census data.</p>	<p>Student calculation. MISchool Data for our school: 51.84% male and 48.16% female</p> <ul style="list-style-type: none"> • Male student estimate count $(75 \times .5184) = 38.88 \rightarrow 39$ • Female student estimate count $(75 \times .4816) = 36$ <p>Community participant calculation. County census data: 47.4% male and 52.6% female</p> <ul style="list-style-type: none"> • Male estimate count $(25 \times .474) = 11.85 \rightarrow 12$ • Female estimate count $(25 \times .526) = 13$ <p>Totals</p> <ul style="list-style-type: none"> • Total male estimated count $(39+12) = 51$ • Total female estimate count $(36+13) = 49$ 	<table border="0"> <tr> <td>Male - Actual count*</td> <td>Male - Estimated count*</td> </tr> <tr> <td><input type="text" value="0"/></td> <td><input type="text" value="51"/></td> </tr> <tr> <td>Female - Actual count*</td> <td>Female - Estimated count*</td> </tr> <tr> <td><input type="text" value="0"/></td> <td><input type="text" value="49"/></td> </tr> <tr> <td>Prefer not to respond - Actual count*</td> <td>Prefer not to respond - Estimated count*</td> </tr> <tr> <td><input type="text" value="0"/></td> <td><input type="text" value="0"/></td> </tr> <tr> <td>Unknown - Actual count*</td> <td>Unknown - Estimated count*</td> </tr> <tr> <td><input type="text" value="0"/></td> <td><input type="text" value="0"/></td> </tr> </table> <p><small>The number displayed in the 'Total Estimated and Actual Reach - Gender' auto-c number entered in the 'Total unduplicated SNAP-Ed DE participants' field on p</small></p> <p>Total unduplicated SNAP-Ed DE participants entered on page 2:</p> <p><input type="text" value="100"/> </p> <p>Total Estimated and Actual Reach - Gender</p> <p><input type="text" value="100"/> </p> <p><small>auto calculated</small></p>	Male - Actual count*	Male - Estimated count*	<input type="text" value="0"/>	<input type="text" value="51"/>	Female - Actual count*	Female - Estimated count*	<input type="text" value="0"/>	<input type="text" value="49"/>	Prefer not to respond - Actual count*	Prefer not to respond - Estimated count*	<input type="text" value="0"/>	<input type="text" value="0"/>	Unknown - Actual count*	Unknown - Estimated count*	<input type="text" value="0"/>	<input type="text" value="0"/>
Male - Actual count*	Male - Estimated count*																	
<input type="text" value="0"/>	<input type="text" value="51"/>																	
Female - Actual count*	Female - Estimated count*																	
<input type="text" value="0"/>	<input type="text" value="49"/>																	
Prefer not to respond - Actual count*	Prefer not to respond - Estimated count*																	
<input type="text" value="0"/>	<input type="text" value="0"/>																	
Unknown - Actual count*	Unknown - Estimated count*																	
<input type="text" value="0"/>	<input type="text" value="0"/>																	

In this example we have no self-reported gender data and will need to calculate estimates. We reached 100 participants through direct education classes: 75 were students at school and 25 were adult community members. We will use different data sets to calculate estimates.

For the 75 school students we will use the school data from MI School Data. Our school has a gender ratio of 51.84 percent male and 48.16 percent female.

- Male student estimate count $(75 \times .5184) = 38.88$, we'll round up to 39 male students.
- Female student estimate count $(75 \times .4816) = 36$. Together 39 male estimated students plus 36 female estimated students equals 75 students, so our calculation is correct.

Next, we need to calculate the community member estimated gender using Michigan, county data. In our county there are 47.4 percent males and 52.6 percent females.

- Male estimate count $(25 \times .474) = 11.85$, we'll round up to 12 male participants.
- Female estimate count $(25 \times .526) = 13.15$ or 13 female participants. Together 12 male estimated participants plus 13 female estimated participants equals 25 students, so our calculation is correct.

Now, we need to combine our estimated counts.

- 39 estimated male students plus 12 estimated male participants equals 51.
- 36 estimated female students plus 13 estimated female participants equals 49. We can now enter these two numbers into the estimate male and estimated female cells. If we did the calculation correct the total should equal 100.

Reach by Ethnicity & Race

Key Notes on these Sections

- Categories align with the U.S. Census and/or FNS reporting guidance
- A person can only be counted as Hispanic/Latino **or** Not-Hispanic/Latino (Ethnicity)
- A person may identify with more than one race
- You may use actual counts and/or estimated counts for race and ethnicity.
 - Actual counts should only be reported whenever participants self-identify their race and/or ethnicity.
 - Participants are not required to report race or ethnicity. Estimated counts may be used for reporting purposes when individuals do not identify with a specific race or ethnicity.
- If estimating demographics, use existing data about the population you are serving, such as census data or school data.
- Please note that it is never appropriate to change or challenge a self-declaration made by a participant.
- Enter "0" in any empty fields.

Reach by Ethnicity

- The total unduplicated SNAP-Ed DE reach entered on page 2 **MUST MATCH** the estimated and actual reach by ethnicity.
- A person can only be counted as Hispanic/Latino **or** Not-Hispanic/Latino (Ethnicity)
- Use estimated counts in the absence of self-reported data
- Enter "0" in any empty fields.

Total DE Reach by Ethnicity

Complete this section to report the number of SNAP-Ed direct education participants for your program by ethnicity.

Please note:

- Reporting an *unduplicated count* means providing the number of unique individuals reached through your program, regardless of the number of direct education sessions or contacts.
- Both *actual counts* and *estimated counts* can be used. For ethnicity, *actual counts* should be used whenever participants self-identify. *Estimated counts* by ethnicity should be used in the absence of self-reported data.
- All fields are required, except those that are auto calculated. Enter a "0" in those fields for which there is no data.
- **Important:** The number displayed in the *Total actual and estimated count of Hispanic/Latino and non-Hispanic/Latino SNAP-Ed participants* auto-calculated field must be equal to the number entered in the *Total unduplicated SNAP-Ed DE participants* field on page 2.

Actual count of Hispanic/Latino SNAP-Ed participants *	Estimated count of Hispanic/Latino SNAP-Ed participants *	Row Total
<input type="text" value="1"/>	<input type="text"/>	0 auto calculated
Actual count of non-Hispanic/Latino SNAP-Ed participants *	Estimated count of non-Hispanic/Latino SNAP-Ed participants *	Row Total
<input type="text"/>	<input type="text"/>	0 auto calculated
Actual count of prefer not to respond (ethnicity) *	Estimated count of prefer not to respond (ethnicity) *	Row Total
<input type="text"/>	<input type="text"/>	0 auto calculated
Actual count of unknown (ethnicity) *	Estimated count of unknown (ethnicity) *	Row Total
<input type="text"/>	<input type="text"/>	0 auto calculated
Total actual count of Hispanic/Latino and non-Hispanic/Latino SNAP-Ed Participants	Total estimated count of Hispanic/Latino and non-Hispanic/Latino SNAP-Ed Participants	Total ethnicity-total reach difference
0 auto calculated	0 auto calculated	100

If you have self-reported data that gets reported in actual, otherwise your entries will be estimated. You should use existing demographic data to help complete the estimated count fields.

Reach by Ethnicity

The number displayed in the 'Total actual and estimated count of Hispanic/Latino and non-Hispanic/Latino SNAP-Ed participants' auto-calculated field must be equal to the number entered in the 'Total unduplicated SNAP-Ed DE participants' field on page 2 (shown below).



Total unduplicated SNAP-Ed DE participants entered on page 2:

100



Total actual and estimated count of Hispanic/Latino and non-Hispanic/Latino SNAP-Ed participants

0

auto calculated

Warning: The 'Total actual and estimated count of Hispanic/Latino and non-Hispanic/Latino SNAP-Ed participants' must be equal to the total DE reach entered.

Reminder this section is where the total unduplicated SNAP-Ed DE reach entered on page 2 **MUST MATCH** the estimated and actual reach by ethnicity.

In this screenshot the totals do not match so the warning message is displayed. When your totals match you will not see the warning message.

Reach by Race

- A person may identify with more than one race
- **Your totals for this page do not need to match the total unduplicated reach. However, the total reach must be at least equal to or greater than the total reach reported.**
This is the only page where matching totals are not required because people may identify as more than one race.
- Use estimated counts in the absence of self-reported data
- Enter "0" in any empty fields.

Actual count of American Indian or Alaskan Native SNAP-Ed participants *	Estimated count of American Indian or Alaskan Native SNAP-Ed participants*	Row Total 0 auto calculated
Actual count of Asian SNAP-Ed participants *	Estimated count of Asian SNAP-Ed participants*	Row Total 0 auto calculated
Actual count of Black or African American SNAP-Ed participants *	Estimated count of Black or African American participants *	Row Total 0 auto calculated
Actual count of Native Hawaiian or Other Pacific Islander SNAP-Ed participants *	Estimated count of Native Hawaiian or Other Pacific Islander SNAP-Ed participants*	Row Total 0 auto calculated
Actual count of White SNAP-Ed participants *	Estimated count of White SNAP-Ed participants*	Row Total 0 auto calculated
Actual count of prefer not to respond (race) *	Estimated count of prefer not to respond (race) *	Row Total 0 auto calculated
Actual count of unknown (race) *	Estimated count of unknown (race) *	Row Total 0 auto calculated
Total actual count SNAP-Ed Participants (race) 0 auto calculated	Total estimated count SNAP-Ed Participants (race) 0 auto calculated	Row Total 0 auto calculated

Totals on the reach by race page **DO NOT** have to match your total unduplicated DE reach. However, the **total must be at least equal to or greater than** the total reach reported on form page 2. This is because a person may identify as more than one race. You won't see the totals box at the bottom.

Use estimated counts in the absence of self-reported data. You should be using available demographic data to apply to your unduplicated DE participant number.

Reach by Race Example

For example, our program had no self-reported data so we will use estimated counts. In total we reached 225 participants:

- 150 elementary students
- 75 adults in classes taught in Detroit

Our elementary school data (shared with us):

- 1% American Indian or Alaskan Native (.01 x 150 participants) = 1.5 → **2 participants**
- 2% Asian (.02 x 150 participants) = **3 participants**
- 53% Black or African American (.53 x 150 participants) = 79.5 → **80 participants**
- 0% Native Hawaiian or Other Pacific Island (0 x 150 participants) = **0**
- 44% White (.44 x 150 participants) = **66 participants**

Estimated elementary student race demographics

Using Census data for the city of Detroit:

- 0% American Indian or Alaskan Native (0 x 75 participants) = **0 participants**
- 2% Asian (.02 x 75 participants) = 1.5 → **2 participants**
- 76% Black or African American (.76 x 75 participants) = **57 participants**
- 0% Native Hawaiian or Other Pacific Island (0 x 75 participants) = **0**
- 11% White (.11 x 75 participants) = 8.25 → **8 participants**

Estimated adult participant race demographics

Actual count of American Indian or Alaskan Native SNAP-Ed participants *	Estimated count of American Indian or Alaskan Native SNAP-Ed participants *
0	2
Actual count of Asian SNAP-Ed participants *	Estimated count of Asian SNAP-Ed participants *
0	5
Actual count of Black or African American SNAP-Ed participants *	Estimated count of Black or African American participants *
0	137
Actual count of Native Hawaiian or Other Pacific Islander SNAP-Ed participants *	Estimated count of Native Hawaiian or Other Pacific Islander SNAP-Ed participants *
0	0
Actual count of White SNAP-Ed participants *	Estimated count of White SNAP-Ed participants *
0	74
Actual count of prefer not to respond (race) *	Estimated count of prefer not to respond (race) *
0	0
Actual count of unknown (race) *	Estimated count of unknown (race) *
0	0

In this example they didn't have self-reported data, so the race actual fields will be zeros. They used school demographic data and calculated estimated counts for the 150 participants at the school. Then used separate data, city census data, to calculate demographics for the 75 adult participants.

The final step is to combine the estimate counts by ethnicity to get the estimated totals for all DE participants.

Explanation of Estimated Counts

If you reported actual counts for every category, then you don't have to complete this field.

For **estimated counts in a particular category** (age, gender, race, ethnicity), please describe the methods to determine the number of individuals in that category. Explanation of estimation method(s) - 3,000 character limit

Explanation of estimation method(s) - 3,000 character limit

If you have entered any numbers in any of the 'estimated count' boxes, provide an explanation of the estimation method(s) used for each category.

3000/3000

[Save and Resume Later](#)

For example, if you had estimated counts for age, gender, race and ethnicity you'd include estimation methods for all four categories.

- For age, we used the average age of students in that grade to estimate how many participants were in each age category. We taught 95 kindergarten students, so 95 were estimated to be 5 years old.
- For gender, Census data shows a 60:40 ratio of females to males. Among the 20 participants without actual self-reported data, an estimated 12 are female (20×0.60) and 8 are male (20×0.4).
- For ethnicity, we used census data for the city. 20% are Hispanic/Latino and then 80% were not-Hispanic Latino. For our 100 participants who did not self-report race, 20 ($.20 \times 100$) were estimated to be Hispanic/Latino and 80 were estimated to be not-Hispanic Latino ($.80 \times 100$).
- For race, we used census data for adults who did not self-report race and school demographic data for student participants who did not self report race.

Mode of Delivery - 1

Direct Education - Mode of Delivery

How was direct education delivered? (select all that apply) *

- In person (i.e., instructors and participants are in the same physical space at the same time)
- Virtual, live online (i.e., instructors and participants are in the same virtual space at the same time)
- Virtual, interactive multimedia (i.e., participants engage with content at their own pace)

[Save and Resume Later](#)

Make selections based on all your SNAP-Ed direct education that took place in FY24

Mode of Delivery - 2

Direct Education - Mode of Delivery

How was direct education delivered? (select all that apply) *

- In person (i.e., instructors and participants are in the same physical space at the same time)
- Virtual, live online (i.e., instructors and participants are in the same virtual space at the same time)
- Virtual, interactive multimedia (i.e., participants engage with content at their own pace)

How many total sessions were delivered in person? *

How many total sessions were delivered virtually? *

Based on the delivery method selected one or more of the following questions will display

If you delivered interventions in all three ways (in person, virtual live, virtual with interactive multimedia) then you would be prompted to complete all questions.

Session vs. Series

Session: Single, face-to-face interaction where DE is provided.

Series: Group of multiple sessions during which a complete DE intervention is delivered.

In other words, think of a 'session' as a single class and a 'series' as a set of classes that (as a whole) make up an intervention.

Report the **actual** number of sessions delivered even if this number is different than the *planned* number of sessions. For example, if you originally offered a 6-session class but had to cancel the series after the second session (e.g., due to low attendance), you should report this as a 2-session series.

Report on **ALL** your DE interventions across your program.

Additional Notes:

- Remember to report on **ALL** your direct education interventions across your program, including the direct education component of any combined DE/PSE intervention.
- If a series of sessions *crosses fiscal years*, report the series as though it is two separate interventions, with one occurring in each fiscal year. All individuals who have participated in the program, up to the end of the first fiscal year, will be reported in year 1 with the number of sessions which were completed in that year. All individuals who participated in the intervention in the following year will be reported in year 2 with the number of sessions which were completed in year 2.

Mode of Delivery - Example

Direct Education - Mode of Delivery

How was direct education delivered? (select all that apply) *

- In person (i.e., instructors and participants are in the same physical space at the same time)
- Virtual, live online (i.e., instructors and participants are in the same virtual space at the same time)
Virtual, interactive multimedia (i.e., participants engage with content at their own pace)

How many total sessions were delivered in person? *

34

How we calculated total sessions in person:
3 series of DMP x 6 sessions each = **18 sessions**
2 series of Fork & the Road x 8 sessions each = **16 sessions**
Total in person sessions = (18 + 16) = 34 sessions

How many total sessions were delivered virtually? *

5

How we calculated total sessions virtual, live:
1 series of Fork & the Road x 5 sessions = **5 sessions**

For example, in FY24 our program delivered the following:

- 3 series of Discover MyPlate (DMP) in person. 6 sessions (lessons) in a series
- 1 series of Fork & the Road virtual, live. 5 sessions (lessons) in this series
- 2 series of Fork & the Road in person. 8 sessions (lessons) in a series

An example. Our program taught series in person and virtually, live. Based on our example program we had to calculate the total number of sessions for all our DE delivered in person. Then we calculated the total number of sessions for all DE delivered virtually, live.

Mode of Delivery – Calculating Sessions

Another example to calculate total sessions delivered

Program A delivered:

- 5 series of 1 session each of Cooking Matters at the Store Tours: 4 series virtually online, 1 series in person
 - 4 series x 1 session = 4 sessions virtual, live online**
 - 1 series x 1 session = 1 session in person**
- 4 series of 6 sessions each of Food Smarts Kids, but one series had a snow day and ended up with 5 sessions, all 4 in person
 - 3 series in person x 6 sessions = 18 sessions in person**
 - 1 series in person x 5 sessions = 5 sessions in person**

Total in person sessions: 1 CMATS + 18 Food Smarts + 5 Food Smarts = **24 Sessions in person**

Total virtual, live online sessions: 4 CMATS = **4 Sessions virtual, live online**

A second sessions calculation example. First, break out your direct education by the number of series that were held across all your direct education intervention(s).

Next, note how many sessions happened for each series. Usually, the number of sessions is the same for the intervention, but sometimes there are cancellations causing one or more series to have a different number of sessions. See #2 on the slide where there was a cancelled class so one series had one less session.

Indirect Channel from DE Reach

This tab is to enter indirect channel reach associated with DE. Indirect channels might include things such as:

- Electronic or hard copy handouts
- Social Media
- CSA Food Navigator
- Parent engagement activities **don't double count the students reached through DE
- Community based events

Do not include any reach from PSE.

Indirect Channel Reach From Direct Education

Enter the total indirect channel reach from direct education. This should not include any reach from PSE.

While the USDA is emphasizing direct reach, we recognize that indirect reach is a part of comprehensive programming and want to capture these efforts.

Total indirect channel reach from ALL your direct education: *

If your indirect channel reach included Farmers Market Food Navigator, what was that reach number?

[Save and Resume Later](#)

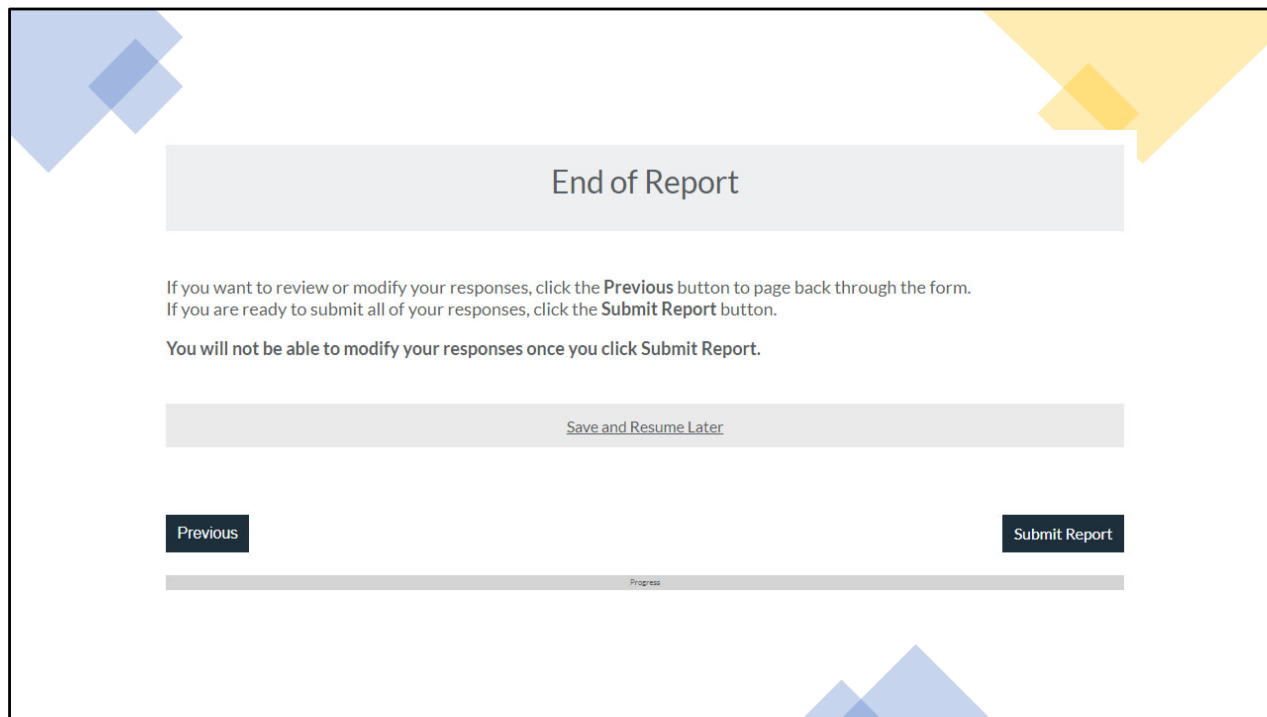
If you did Farmers Market Food Navigator (FMFN) in FY24. Include any indirect reach for that program in the second box.

If you did not do FMFN in FY24, leave blank.

Next

Full list of indirect channels for DE reach:

- Articles
- Billboards, bus/van wraps or other signage
- Calendars
- Electronic materials (e.g., mail and electronic newsletters or text messaging)
- Hard copy materials (e.g., fact sheets, flyers, pamphlets, activity posters, postcards, recipe cards, or newsletters for mailings)
- Nutrition education reinforcement items
- Point-of-Sale or distribution signage
- Radio
- Social Media (e.g., Facebook, Twitter, Pinterest, and blogs)
- TV
- Videos (includes CD, DVD, and online video sites like YouTube)
- Websites
- Other (this may include food tastings/demos used as an indirect channel such as at community or parent engagement events)



You have reached the end of the Reach Report. You have three options on this screen:

1. Submit report. When you are ready to submit your completed Reach Report, click the 'Submit Form' button at the bottom of the screen. This will automatically submit your form to MFF for review. Changes cannot be made after your form has been submitted.
2. You can use the 'Previous' and 'Next' buttons at the bottom of each page to go back through the form and ensure your information is complete and correct.
3. You can click 'Save and Resume Later'