

## **Indirect Channels**

### **SNAP-Ed Education and Administrative Reporting System (EARS)**

A = Articles

B = Billboards, bus/van wraps, or other signage

C = Calendars

E = Electronic materials (e.g. email and electronic newsletters or mailings/text messaging)

H = Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)

N = Nutrition education reinforcement items (e.g., pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)

P = Point-of-sale or distribution signage (e.g., displays or window clings in retail stores)

R = Radio

S = Social media (e.g., Facebook, Twitter, Pinterest, and blogs)

T = TV

V = Videos (includes CD, DVD, and online video sites like YouTube)

W = Websites

O7 = Other – please specify: