

FY 2023 SNAP-Ed Final Report

Reach Report Instructions



This institution is and equal opportunity provider.


The following instructions accompany the Reach Report.

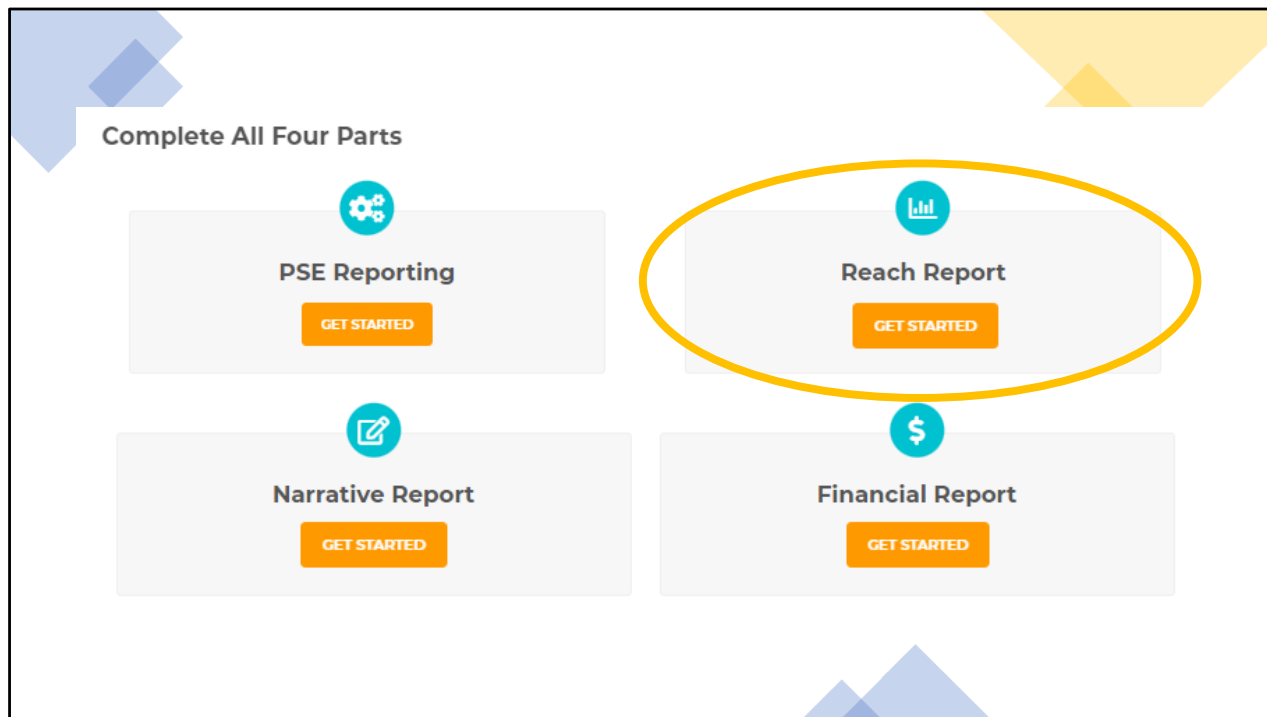
Please read both the slides AND the notes below the slide as they may contain additional information/details.

Getting Started



Have the following ready to support your Reach Report entry

- These Reach Report Instructions
 - FY23 Program Summary (Subs) or FY23 Scope of Work (CIPs)
 - Reach Report Form
 - Linked - https://michiganfitness.formstack.com/forms/reach_report_fy23
 - 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

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

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 DE reach numbers.
- A participant can only be counted once per interventions. 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, he counts as one participant. If Billy later participates in a *different* intervention, Billy will be counted a second time.

FY 2023 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](#)

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Progress

When you open the Reach Report, the first section will be your 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 that is 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.

Reach

Complete the following information to report the number of unduplicated SNAP-Ed direct education (DE) participants in ALL of your FY23 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:*

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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.

- 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 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.

Total DE Reach by Age

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

Total DE Reach by Age

- 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 when available.
- All fields are required, except those that are auto-calculated. Enter a "0" in all empty fields.
- Important:** The number displayed in the *Total Estimated and Actual Reach* field must be equal to the number entered in the *Total unduplicated SNAP-Ed* field.

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 auto-calculated

- Use actual and/or estimated data. 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 WIC, free and reduced-price lunch enrollment, census data, etc.
 - If this data is not available or appropriate, visual identification may be used.
- 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 =

Actual count + Estimated count

If you have the self-reported ages 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](#)

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Here is an example of what the bottom of the DE reach by age page will look like if it's completed correctly. The unduplicated reach is being pre-populated from page 2 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 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

- Use actual and/or estimated data. 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 WIC, free and reduced-price lunch enrollment, census data, etc.
 - If this data is not available or appropriate, visual identification may be used.
- 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 =

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 when available.
- All fields are required, except those that are auto-calculated. Enter a "0" in any empty fields.
- **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 DE participants* field on page 2.

Totals column auto-calculates

Male - Actual count *	Male - Estimated count *	Male - Total 0 auto-calculated
Female - Actual count *	Female - Estimated count *	Female - Total 0 auto-calculated
Non-binary - Actual count *	Non-binary - Estimated count *	Non-binary - Total 0 auto-calculated
Actual count of unknown (gender) *	Estimated count of unknown (gender) *	Unknown - Total 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, that gets reported in actual. Otherwise, your entries will be estimated. You should use existing demographic data to help complete the estimated count fields.

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

Reach by Gender Example

Our program reached 100 participants and 95 self-reported gender and 5 did not respond to the question.

Program's Data:	Report in Reach Form as:	Estimated Counts for the 5 who did not self-report
46 self-reported as male	46 male actual count	2 male estimated count. (5*.497)
42 self-reported as female	42 female actual count	3 female estimated count (5*.503)
5 self-reported as non-binary	5 non-binary actual count	0 non-binary estimated count
2 self-reported as unknown (gender)	2 unknown (gender) actual count	0 unknown (gender) 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* auto-calculated field must be equal to the number entered in the *Total unduplicated SNAP-Ed DE participants* field on page 2.

Male - Actual count *	Male - Estimated count *	Male - Total <small>auto-calculated</small>
46	2	48
Female - Actual count *	Female - Estimated count *	Female - Total <small>auto-calculated</small>
42	3	45
Non-binary - Actual count *	Non-binary - Estimated count *	Non-binary - Total <small>auto-calculated</small>
5	0	5
Actual count of unknown (gender) *	Estimated count of unknown (gender) *	Unknown - Total <small>auto-calculated</small>
2	0	2

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 ✓

Totals column auto-calculates

Here is an example where there was a mix of self-reported gender and estimated data. We reached 100 adult participants through direct education classes, 95 self-reported gender so 95 are reported in the actual count fields. The remaining 5 participants we used census data for the State of Michigan to get the gender ratio, 50.3 : 49.7 female to male.

Male estimate count (5 participants who didn't self-report x .497)=2.48 - **2**
 Female estimate count (5 participants who didn't self-report x .503)=2.5 - **3**

- Note that the categories here are defined by FNS.

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** Non-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 WIC, free and reduced-price lunch enrollment, census data, etc.
 - If these data are not appropriate or applicable, such as when identifying demographic data for a small group of young children at a USDA Summer Food Service site, visual identification may be used.
- 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** Non-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. 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
<input type="text"/>	<input type="text"/>	0 auto calculated
Actual count of Asian SNAP-Ed participants *	Estimated count of Asian SNAP-Ed participants*	Row Total
<input type="text"/>	<input type="text"/>	0 auto calculated
Actual count of Black or African American SNAP-Ed participants *	Estimated count of Black or African American participants *	Row Total
<input type="text"/>	<input type="text"/>	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
<input type="text"/>	<input type="text"/>	0 auto calculated
Actual count of White SNAP-Ed participants *	Estimated count of White SNAP-Ed participants*	Row Total
<input type="text"/>	<input type="text"/>	0 auto calculated
Actual count of prefer not to respond (race) *	Estimated count of prefer not to respond (race) *	Row Total
<input type="text"/>	<input type="text"/>	0 auto calculated
Actual count of unknown (race) *	Estimated count of unknown (race) *	Row Total
<input type="text"/>	<input type="text"/>	0 auto calculated
Total actual count SNAP-Ed Participants (race)	Total estimated count SNAP-Ed Participants (race)	Row Total
0 auto calculated	0 auto calculated	0 auto calculated

Totals on the reach by race page **DO NOT** have to match your total unduplicated DE reach. 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 need to use estimated counts. We

- reached 150 elementary students
- reached 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 all 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

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

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

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 a 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 non-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 non-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 FY23

Mode of Delivery - 2

Direct Education - Mode of Delivery

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

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? *

If you delivered interventions in all three ways (In person, virtual live, virtual with interactive multimedia) then you would be prompted to complete all both 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) makes 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 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:

- 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.
- Remember to report on **ALL** your direct education interventions across your program, including the direct education component of any combined DE/PSE intervention.

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)

For example, in FY23 our program delivered the following:

- 3 series of Discover MyPlate (DMP) in person. 6 sessions (lessons) in a series
- 1 series of Fresh Conversations virtual, live. 8 sessions (lessons) in this series
- 2 series of Fresh Conversations in person. 10 sessions (lessons) in a series

How many total sessions were delivered in person?*

38

How we calculated total sessions in person:
3 series of DMP x 6 sessions each = **18 sessions**
2 series of Fresh Conversations x 10 sessions each = **20 sessions**
Total in person sessions = (18 + 20) = 38 sessions

How many total sessions were delivered virtually?*

8

How we calculated total sessions virtual, live:
1 series of Fresh Conversations x 8 sessions = **8 sessions**

An example. Our program taught 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:

1. 5 series of 1 session each of Cooking Matters at the Store Tours: 4 series virtual, 1 series in person
 - a. 4 series x 1 session = 4 sessions virtual live
 - b. 1 series x 1 session = 1 session in person
2. 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
 - a. 3 series in person x 6 sessions = 18 sessions in person
 - b. 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 sessions: 4 CMATS = **4 Sessions virtual, live**

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, not how many sessions happened for each series. Usually, the number of sessions is the same for the intervention, but sometimes there are cancellations causing 1 or more series to have a different number of sessions. See #2 on the slide where there was a cancelled class so one series have one less session.

Did you deliver lessons virtually to participants in their homes?

Direct Education in Individual Homes

Did participants in their individual homes receive direct education?*

- Yes
 No

[Save and Resume Later](#)

In how many different zip codes did participants in homes receive direct education?*

Enter the number of zip codes, 1- 10

If you delivered DE virtually in FY23 to people who were attending from their homes, you'd respond 'Yes' and then be prompted to fill out how many zip codes they attended from.

You can enter up to 10 zip codes.

If you did not deliver any DE to people in their homes, click 'No' and you'll be moved onto the next content section.

Delivery to Individual Homes

If you have the zip codes in which participant homes' are located, use those zip codes to complete this section.

If you did not capture the zip codes in which participant homes' are located, include the zip codes of the locations from which you recruited or those from cities where participants live. Divide the participants equally across all zip codes you are reporting.

Enter the first zip code below, and then enter the number of individual homes within it where participants received direct education.

Zip Code #1 *

ZIP Code

Number of homes in Zip Code #1 where participants received direct education: *

Enter the second zip code below, and then enter the number of individual homes within it where participants received direct education.

Zip Code #2 *

ZIP Code

Number of homes in Zip Code #2 where participants received direct education: *

Enter in a valid zip code

Enter in the number of homes from where individuals attended from home for DE

Next you'll be asked to provide the actual zip codes and how many homes were in that zip code that had participants receive DE.

For example, if you said you have 2 zip codes where participants in homes received DE, you would see zip code #1 and zip code #2 fields. In these fields, complete the actual zip code and the number of homes where participants who received DE in that zip code.

Delivery to Individual Homes- Example

For example, we did not collect zip codes for the 50 participants who attended DE virtually from their individual homes. We recruited in City 1 (Zip Code #1), recruited in City 2 (Zip code #2), and had participants in City 3 (zip code #3 and #4). Now we will divide our 50 participants equally amongst the 4 zip codes, using whole numbers.

- Zip code #1 - 13
- Zip code #2 - 13
- Zip code #3 - 12
- Zip Code #4 - 12

Direct Education in Individual Homes

Did participants in their individual homes receive direct education?*

- Yes
- No

In how many different zip code areas did participants in homes receive direct education?*

Enter the first zip code below, and then enter the number of individual homes within it where participants received direct education.

Zip Code #1*

#####

ZIP Code

Number of homes in Zip Code #1 where participants received direct education. *

13

Enter the second zip code below, and then enter the number of individual homes within it where participants received direct education.

Zip Code #2*

#####

ZIP Code

Number of homes in Zip Code #2 where participants received direct education. *

13

Enter the third zip code below, and then enter the number of individual homes within it where participants received direct education.

Zip Code #3*

#####

ZIP Code

Number of homes in Zip Code #3 where participants received direct education. *

12

Enter the fourth zip code below, and then enter the number of individual homes within it where participants received direct education.

Zip Code #4*

#####

ZIP Code

Number of homes in Zip Code #4 where participants received direct education. *

12

Note that in this example, we are assuming one participant attended from each home.

Indirect Channel from DE Reach

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

- Electronic or hard copy handouts
- Social Media

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.

Starting with FY 2023 reporting, USDA is emphasizing direct reach. We, however, 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](#)

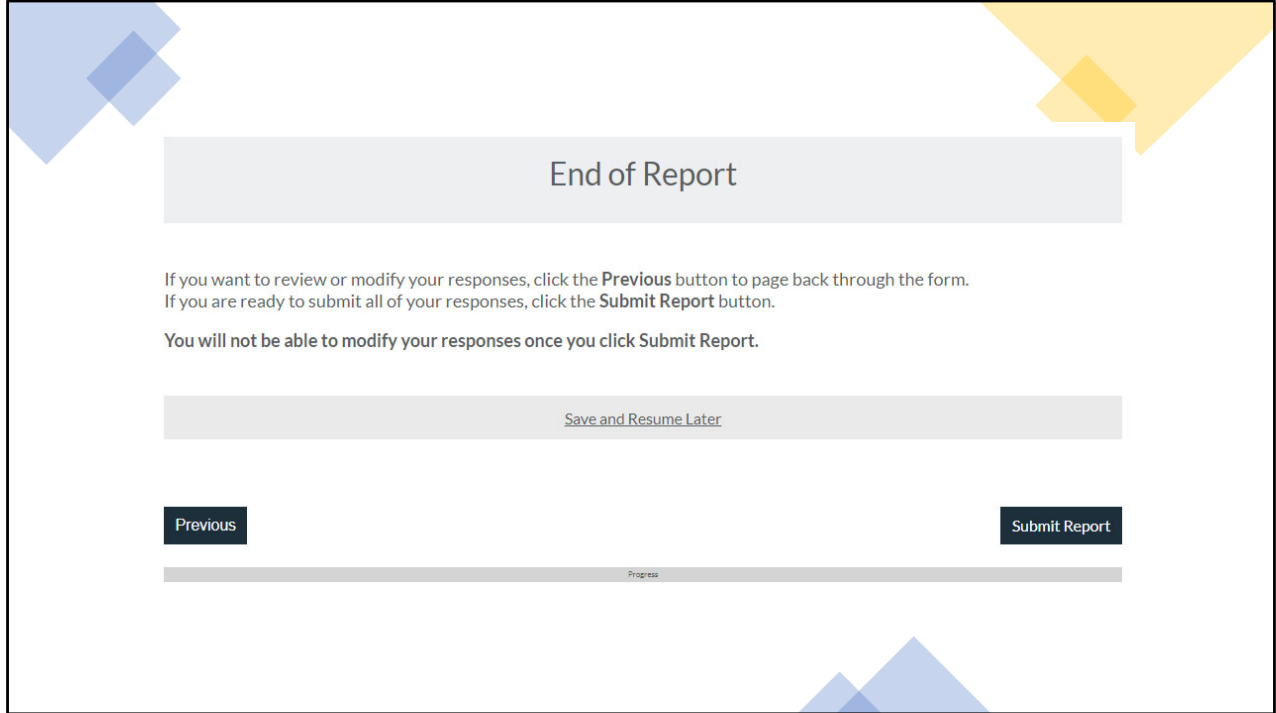
If you did Farmers Market Food Navigator (FMFN) in FY23. Include any indirect reach for that program in the second box.

If you did not do FMFN in FY23, 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 at 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'