

EARS

Definitions

Contact: An interaction in which a SNAP-Ed participant participates in a direct education activity

Direct: Interventions where a participant is actively engaged in the learning process with an educator and/or interactive media. Direct education provides an opportunity to obtain information about individual participants. For an activity to qualify as direct education, information on the number of individuals, SNAP status, age, gender, and race/ethnicity must be collected.

Indirect: Distribution of information and resources, including any mass communications, public events, and materials distribution that DO NOT meet the definitions of Direct Education or Social Marketing campaigns. Mass communication, public events, and materials distribution efforts that don't meet the definition of social marketing should be reported here.

Participant: An individual that participates in direct education activities (regardless of the number of times he or she has participated)

Social Marketing: 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. *Note: This is done at the state level.*

Required Demographic Data

- SNAP Status
- Age
- Gender
- Race/Ethnicity

Other Information

- All activities must be reported (both local share and federal share)
- Adults must self report all demographic data
- Children's demographic data can be estimated