

Memo

To: FNEC Nutrition Supervisors
From: FNEC Campus Staff
Date: 10/17/2012
Re: Defining Contacts – FFY2013

Beginning in October 2012, education will be defined by four categories outlined in this memo. Different types of data collection and/or reporting are required for each.

The gold standard is still Adult education provided in a series of at least 6 sessions. At least 50% of county staff SNAP-Ed time, and 70% of county staff EFNEP time, must be devoted to providing nutrition education to adult participants¹ in a series.

These data are reported in WebNEERS.

Youth² education provided in a series is the gold standard for youth participants. Staff effort for this type of education is recorded as youth time and may range from 0% to a maximum of 30% of county staff time.

These data are reported in WebNEERS.

One-time activities are a mechanism by which participants, potential participants, or agency partners are provided education and/or are made aware of our nutrition education programming. Not less than 5% and not more than 50% of county staff time, in ESNY, must be devoted to one-time activities. EFNEP does not capture separately time devoted to one-time education; these activities are considered necessary standard operating procedures to facilitate new enrollments.

One-time direct education is the delivery of a complete lesson, to a group of eligible or likely eligible participants, who then provide demographic, program, and intent to change information.

One-time indirect education is the delivery of a focused nutrition message, to eligible or likely eligible participants.

Note: *Participants who are educated at a one-time direct education event, who do not provide the demographic, program and intent to change information are reported as one-time indirect.*

Marketing activities are networking meetings, community events, etc. where information about nutrition programs are shared. The audience can be agency partners, eligible participants, or likely eligible participants.

These data are reported in the Quarterly Report Excel Spreadsheet.

Not less than 5% and not more than 50% of county staff's time, in ESNY, must be devoted to one-time activities.

Note: *Not less than 50% of county staff's time (ESNY) may be devoted to series education. The remaining 50% can be split, to meet county specific needs, between youth and one-time activities.*

Type of Education	Audience	Who is data collected from?	What Data is collected?	What are the steps for collecting data before submitting?	Where is data reporting submitted?
Series Direct (Adult ¹)	Eligible Adults ¹	<u>Adult program participant(s)</u>	Demographic/Program data checklist question sets 24-hour diet recalls	<input type="checkbox"/> Submit for data entry	WebNEERS
Series Direct (Youth ²)	Eligible Youth ²	<u>Representative³</u> for youth	Youth demographics	<input type="checkbox"/> Summarize on youth form <input type="checkbox"/> Submit for data entry	WebNEERS
One-Time Direct (Adult ¹)	Eligible/ Likely eligible Adults ¹	<u>Adult program participant(s)</u>	Demographic/Program data Intent to change	<input type="checkbox"/> Summarize on One-Time Direct Education form; <input type="checkbox"/> Submit for data entry	Quarterly Report Excel® spreadsheet: “Entry- Direct, Indirect, Market” tab
One-Time Indirect (Adult ¹ or Youth ²)	Eligible/ Likely eligible Adults ¹ & Youth ²	Program Staff	Demographic characteristics	<input type="checkbox"/> Summarize on One-Time Indirect Education Form; <input type="checkbox"/> Submit for data entry	Quarterly Report Excel® spreadsheet: “Entry- Direct, Indirect, Market” tab
Marketing Activity (Adult ¹ / Youth ² / Referral partner)	Agency partners; Eligible/ Likely eligible Adults ¹ & Youth ²	Program Staff	Demographic characteristics	<input type="checkbox"/> Summarize on Marketing Form; <input type="checkbox"/> Submit for data entry	Quarterly Report Excel® spreadsheet: “Entry- Direct, Indirect, Market” tab

¹ An adult is an eligible or likely eligible person who is 18 years of age or older; is pregnant or parenting; is an emancipated minor.

² Youth are defined as persons less than or equal to 19 years of age, who are educated in youth settings such as schools, clubs, etc., or from a waived school or other known eligible/likely eligible site.

Note: a person who is 15 and has a baby, but is educated in a youth group, is for the purposes of our programming a youth. A person who is 15 and has a baby, but is educated in an adult group, is for the purposes of our programming an adult.

³ Youth leader/school teacher provided data on youth reached