

# PEARS Entry for Statewide Rethink Your Drink Day of Action

## Entering Rethink Your Day of Action Events and Activities into PEARS

On Rethink Your Drink (RYD) Day (May 16, 2018) more than 300 local implementing agencies (LIAs) and community-based partners will speak with one voice to advocate for water over sugary drinks. This guide has been developed to ensure that LIAs have clear and consistent guidance for entering RYD Day activities into the PEARS system.

In most cases, the activities associated with the RYD Day of Action will be reported in the Indirect Activities module of PEARS. As indicated by USDA in the [EARS FAQs](#), Indirect Activities must be part of a larger evidence-based intervention. These RYD Day of Action Events are in support of the Statewide Be Better media campaign and may also support a LIA's Direct Education or PSE-related work.

This guide will walk you through how to complete reporting one or more Indirect Activity for your RYD Day of Action.

*If your LIA is sponsoring **a single RYD Day of Action Event** →*

- You will enter a single Indirect Activity. This entry may contain multiple channels to describe all of the work related to the Day of Action.

*If your LIA is sponsoring **multiple RYD Day of Action Events** →*

- You will enter a separate Indirect Activity for each "Intervention Name" (defined below).
- If you have more than one event that fits under the same Intervention Name, you can combine them into one Indirect Activity.
- However, events from different Intervention Names (one at a school and one at a church) must be entered as separate Indirect Activities.
- If you have media coverage of your events that is relevant to multiple RYD Day of Action events, you should complete a separate Indirect Activity entry only for this media coverage.

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## Indirect Activities Module

### General Information

**1. Title:\*** \_\_\_\_\_

Title your activity: "RYD Day" + any other information you need in your title.

**2. Intervention Name:\*** \_\_\_\_\_

Choose the statewide intervention (see the list below) most related to the site(s) where the RYD Day of Action activities took place.

NOTE: When you create an entry for media coverage for multiple RYD Day of Action events, this entry may relate to different statewide interventions, because of the variety of sites at which your events were held. If this is the case, you should select "Other" for Intervention Name and use the text box to type in all appropriate interventions.

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**Intervention Name:**

- After/Before School Programs
- Early Care & Education
- Faith/Places of Worship
- Farmers Markets
- Food Distribution
- Health Care Services
- Mass-media
- Learning Sites (other)
- Places People Play
- Places to Eat
- Residential Sites
- Schools
- Senior Services
- Stores
- Worksites & Related
- Other, please specify

**3. Unit:\*** \_\_\_\_\_  
 In which unit does this activity primarily take place?

Select the county in which you hosted RYD Day activities.

**4. Activity Date Range:\***  
 Specify the approximate overall start and end dates for this activity. The event date will generally be May 16, 2018 at most sites. However, be sure to include the full range of dates that media runs before and after.

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

### Intervention Channels and Reach

**5.** Indirect education can occur through a variety of channels with different audiences and reach. Please specify all channels used for this activity using the table below:

Intervention Channel*	Site	Estimated # of unique individuals reached*	Estimated # of new individuals reached*	Source of reach data*

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This section is where you will break down each of the different ways you reached your audience with your RYD Day of Action.

All RYD Day of Action will include a community event, entered as “Community events/fairs – only sponsored” when LIA-sponsored. Add this channel, its site, and information about its reach. Site is not mandatory, however it is very helpful to include it.

### **How to Determine Reach: Unique vs. New Individuals**

*Unique individuals:* This is the unduplicated number of individuals who were exposed to the indirect activity, regardless of their exposure to any other related interventions.

*New individuals:* This is the unduplicated number of individuals who were exposed to the indirect activity and have not been exposed to a related PSE intervention, program activity, or social marketing campaign. NOTE: Should be less than or equal to the total number of unique individuals reached. This information may be difficult to estimate. If you do not have an estimate, enter “0”.

After adding the community event as your first channel, use the “Add Intervention Channel” button to add all other relevant channels, including materials distributed at your RYD Day of Action as well as media and social media. A full list of channels you might include is below. For each channel added, include site (if relevant), reach, and source of reach data.

As mentioned on page #1, multiple sites can also be reported for a single Indirect Activity as long as the Intervention name is the same. For example, if two RYD Day of Action community events were held at two different school sites, you can use “Add Intervention Channel” to report the second community event and site.

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### **Intervention Channel:**

- Articles
- Billboards, bus/van wraps, or other signage
- Calendars
- Community events/fairs – in which participated
- Community events/fairs – only sponsored
- Electronic materials (e.g. email and electronic newsletters or mailings/text messaging)
- Fact sheet
- Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings)
- Journal article
- Nutrition education reinforcement items (e.g. pens, pencils, wallet reference cards, magnets, door hangers, and cups with nutrition messages)
- Other, please specify
- Point-of-sale or distribution signage (e.g. display or window clings in retail stores)
- Radio interview
- Radio public service announcement
- Social media (e.g. Facebook, Twitter, Pinterest, and blogs)
- Software application
- Television interview
- TV public service announcements
- Videos (includes DC, DVD, and online video sites like YouTube)
- Websites

### **Source of Data:**

- Commercial Market Data
- Survey of Target Audience
- Visual Estimate
- Other (Please specify other source of reach data): \_\_\_\_\_

## Mark as Complete

Once you are finished reporting information related to your Rethink Your Drink Day of Action, you will need to mark this record as complete. This means it is ready for review and can be included in organizational reports.

Note that you can un-do this action and make edits until the end of the current reporting period (September 30, 2018).

6. Are you sure you want to mark this indirect activity as complete?

Mark as Complete

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### Other Activities to Track

In addition to Indirect Activities, you may have other components of your RYD Day of Action to track in PEARS. Consider whether your RYD Day of Action includes the following:

#### **New Program Activities**

- Face-to-face or interactive education using evidence-based curriculum (use "RYD Day" in the title)

#### **Partnerships**

- Prizes sponsored by local or national businesses
- Special guests from local government, community organizations, etc.
- Partnerships with schools, parent groups, local officials, organizations, health care agencies, and others that help make the event a success

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### Additional Resources

If you have questions about PEARS data entry, please use the list below to find the PEARS contact for your SIA.

<b>CDPH</b>	<a href="mailto:EvaluateSNAPEd@ucanr.edu">EvaluateSNAPEd@ucanr.edu</a>
<b>UC CalFresh</b>	<a href="mailto:jaquigley@ucdavis.edu">jaquigley@ucdavis.edu</a> (program/indirect activities)
<b>CDA</b>	<a href="mailto:Sharon.Hawkins@aging.ca.gov">Sharon.Hawkins@aging.ca.gov</a>
<b>CCC</b>	<a href="mailto:Elisa@CatholicCharitiesCA.org">Elisa@CatholicCharitiesCA.org</a>

If you need general PEARS technical assistance, please contact the [PEARS development team](#).