



COUNTY NEWSLETTER REPORTING INSTRUCTIONS



Individual counties should always report newsletter reach in PEARS.

One Indirect Activity will be created for Adult Newsletters and one Indirect Activity for Youth Newsletters. Once the Indirect Activity is created in PEARS, you will simply update it with newsletters sent each month. The different recipient groups will be broken down by Intervention Channels.

Adult Audience:

Log in to PEARS (link is on the staff website under PEARS & Reporting)

Click on **Track** (top menu bar)

Select **Indirect Activities**

Select **Add** (found at top right)

Title: **Create Better Health [County] Adult Newsletters**

Intervention name: **Create Better Health**

Unit: **[County]**

COVID-19 Impact: **New due to COVID-19**

Does this activity include a food demonstration/taste test: **No**

Intervention topics: **[Skip]**

Activity Date Range: **10/01/2021** through **09/30/2022** (the entire grant year)

Click **Save**

Now you have an Indirect Activity under which you will add your newsletter reach each month.

Youth Audience:

Log in to PEARS (link is on the staff website under PEARS & Reporting)

Click on **Track** (top menu bar)

Select **Indirect Activities**

Select **Add** (found at top right)

Title: **Create Better Health [County] Youth Newsletters**

Intervention name: **Food, Fun & Reading** *or* **Captain Create MyPlate**

Unit: **[County]**

COVID-19 Impact: **New due to COVID-19**

Does this activity include a food demonstration/taste test: **No**

Intervention topics: **[Skip]**

Activity Date Range: **10/01/2021** through **09/30/2022** (the entire grant year)

Click **Save**

Now you have an Indirect Activity under which you will add your newsletter reach to youth each month.

Monthly Reporting:

At the end of each month, you should edit this Indirect Activity to show how many people received the newsletter. If it is a printed hard copy, you'll report how many were printed and delivered; if it's an electronic (email) newsletter, you'll report how many email addresses it was sent to.

Log in to PEARS

Click on **Track** (found along top menu bar)

Select **Indirect Activities**

Click on **Create Better Health [County] Adult Newsletters** *or* **Create Better Health [County] Youth Newsletters**

Select **Edit** (green button on top far right)

The date range will show the entire grant year **10/01/2021** through **09/30/2022**

You may use the comment field to provide additional information relating to your newsletter efforts.

Upload a copy of the newsletter sent. If one newsletter was sent to multiple lists or classes, just upload one copy. Give the newsletters a clear and consistent naming system like month, year, recipients (ex: March 2022 Delta Sands Apartments *or* March 2022 Eagle Elementary)

Select **Save and Continue**

Collaborators: Add co-workers or supervisors if they help on this project

Intervention Channels and Reach: click **Add Intervention Channel**

Select: **Electronic materials (e.g. email and electronic newsletters or mailings/text messaging)** for electronic emails *or* **Hard copy materials (e.g. flyers, pamphlets, activity books, posters, banners, postcards, recipe cards or, newsletters for mailings)** for hard copy newsletters

Description: **Month, Year, Recipients of Newsletter** (ex: March 2022 Delta Sands Apartments)

Site: **Select the site where the recipients gather or where you got the emails***

*First time you enter this site or if it's a new location, you may have to create it. Click **Add Site**.

Estimated # of Unique Individuals Reached: **enter the number of emails where the newsletter was sent or the number of hard copies delivered to the site**

Estimated # of New Individuals Reached: **if you are emailing the newsletter, this would be the number of new recipients** (people who did not receive the last issue of your newsletter but are now on the email list; this number should always be smaller than the # of Unique Individuals Reached because it is a subset of that group)

Source of Data: **Other**

Please specify other source of reach data: **Explain where your number came from** (CBH class participant list, teacher class list, subscribed over Facebook, library story time list, etc.)

Click **Save**

Review your entry – there should be a complete list of all your monthly entries

Channel = Electronic Materials *or* Hard Copy Materials

Description = Month Year Recipients of Newsletter

Site = Site from where Recipient List was generated

Reach = Number people who received your newsletter

Source = Other

Click **Save and Continue**

You will **not** mark this as complete until the end of the grant year. This Indirect Activity is the same entry you will update each month as you create and email or print newsletters.

At the end of September, you will go in and mark this Indirect Activity **Complete**. Please don't hesitate to call Jocelin Gibson at the end of the month with questions on entering your Newsletter Indirect Education count.