

FFY17 Data Card Instructions

Direct education is defined as a planned nutrition education event designed to increase knowledge and/or skills (not just awareness), based on an activity or lesson plan where participants are actively engaged in the learning process with an educator for at least 15 minutes. It allows educators to obtain information about individual participants. To qualify as direct education, the USDA requires the collection of the following information on each participant:

1. Age
2. Gender
3. Race/ethnicity
4. CalFresh participation status

Note: All four criteria must be collected in order to report the participant under direct education. If all four criteria are not collected, the participant will be reported as indirect education (participants without data cards).

Data Card Basics

- The data cards cannot be used to qualify a site.
- The data cards cannot be used to disqualify a person from receiving government benefits, such as WIC, CalFresh, CalWORKs, etc.
- The data cards should be implemented as part of the direct education; either at the introduction or conclusion of the event.
- There is no identifying information on the card such as name, date of birth or social security number so the information cannot be linked back to the participant.
- If a participant does not want to complete a data card, they do not have to.
- The staff person conducting the event may complete a card on a participant's behalf by using a visual estimate.
- Data cards are only collected from participants for whom the activity was for. For example, if an event was for adults only but some children were in attendance, data cards should not be collected on the children.
- The data cards are to be kept on file for the duration of your grant in the event of an audit.

There are two versions of the data cards which collect the same information. Both versions can be used at the same direct education event.

1. **Individual Data Card:** Used to collect the demographics of an individual participant.
2. **Family Data Card:** Used to collect the demographics of people from the same household that attended the direct education together.

When using the family data card, it is important to give the participants clear instructions to complete information only for the family members present at the event. When using the individual data card, it is important to give the participant clear instruction that one card is completed per person at the event.

Instructions to give participants completing the card

The following script is provided as an example. Each organization may choose to modify the example or create a unique script.

“We need to report information about the people who attend our programs to our funding agency. Please take a few minutes to complete the participation card. Your answers are anonymous and will be combined with everyone else here today. I am happy to assist you if you have any questions or need help filling out the form. Thank you for your help.”

How to Report the Demographics from Individual Data Cards

The information from the data cards is reported through the online Activity Tracking Form (ATF), shown below. The information from the data cards is compiled by the educator and entered into the ATF. Note that there are three different screens to report the data; one for participants who are completing the data card for the first time (unduplicated participant), one for participants who have previously completed a data card (repeat/duplicated participant), and a third for direct education participants without demographics.

Direct Education Demographics

How many classes are being reported in this entry? (Include all classes for all sites reported in this entry)

FIRST TIME PARTICIPANTS			
	CalFresh Recipients	Non-CalFresh Recipients	
Male	<input type="text" value="0"/>	<input type="text" value="0"/>	White
Female	<input type="text" value="0"/>	<input type="text" value="0"/>	African American
Total:	0	0	Asian
Ages < 5	<input type="text" value="0"/>	<input type="text" value="0"/>	Native American / Alaskan Native
Ages 5 - 17	<input type="text" value="0"/>	<input type="text" value="0"/>	Hawaiian Native / Pacific Islander
Ages 18 - 59	<input type="text" value="0"/>	<input type="text" value="0"/>	More than one race
Ages 60 +	<input type="text" value="0"/>	<input type="text" value="0"/>	Total:
Total:	0	0	0

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Clear Page

Save and Next

Step 1) Enter the number of classes being reported in the entry. If reporting multiple classes, ALL participants must have attended all of the classes in the series at the same location. If reporting one class, the ATF will automatically default to '1'.

Step 2) Separate the cards that have 'Yes' answered for the question '*Is this the first time you have filled out this form since October 1, 2015?*' from the 'No' responses. The 'Yes' cards are the **unduplicated (first time)** participants and the 'No' cards are the **duplicate (repeat)** participants.

Step 3) Take the **unduplicated** pile and separate out the cards that answered 'Yes' to Question 1 (*Do you participate in CalFresh (Food Stamps, SNAP, EBT)?*). These are the **First Time CalFresh Recipients**. Their gender and age will be entered in the far-left column labeled 'CalFresh Recipients.'

Note: the total CalFresh Recipient's gender (male and female) must equal the total CalFresh Recipient's ages (<5, 5-17, 18-59 and 60+).

The **unduplicated** pile that has 'No' indicated for question 1 are the **First Time Non-CalFresh Recipients**. Their gender and age information goes in the second column labeled 'Non-CalFresh Recipients'.

Note: the total Non-CalFresh gender (male and female) must equal the total Non-CalFresh ages (<5, 5-17, 18-59 and 60+).

Step 3) Sum the race and ethnicity for all **unduplicated** cards from the same event (both CalFresh **and** Non-CalFresh together). There are two columns for ethnicity; one for Hispanic/Latino and another for Non-Hispanic/Latino each with the races listed. Click 'Save and Next' to continue.

Note: Cards with the 'Hispanic/Latino only' option selected will be reported as White AND Hispanic/Latino.

If a participant writes in one of the races listed below, it should be recoded:

Recode the following as Asian, Non-Hispanic	Recode the following as Hawaiian Native/Pacific Islander, Non-Hispanic
Chinese	Hawaiian
Japanese	Guamanian
Korean	Samoaan
Vietnamese	Tahitian
Asian Indian	Other Pacific Islander
Laotian	
Cambodian	
Hmong	
Filipino	
Other Asian	

Note: The race/ethnicity data must equal the total CalFresh Recipients and Non-CalFresh Recipients reported.

The following screen will appear to enter the **duplicate (repeat)** data cards.

The screenshot shows the 'SNAP-Ed Activity Tracking Form' interface. At the top left is the 'CHAMPIONS For CHANGE' logo. The main title is 'SNAP-Ed Activity Tracking Form'. On the right, there is a '[Log Out | DHSEXTRAVANARODOV]' link and a 'UC Extension Office-' dropdown menu. Below the title is a navigation bar with buttons for 'HOME', 'SEARCH', 'ADMINISTRATION', and 'REPORTS'. The main heading is 'Direct Education Demographics'. The central focus is a 'REPEAT PARTICIPANTS' form with two columns: 'CalFresh Recipients' and 'Non-CalFresh Recipients'. Each row contains a demographic category and two input fields, all currently showing '0'. At the bottom of the form are 'Back', 'Clear Page', and 'Save and Next' buttons.

	CalFresh Recipients	Non-CalFresh Recipients
Male	0	0
Female	0	0
Total:	0	0
Ages < 5	0	0
Ages 5 - 17	0	0
Ages 18 - 59	0	0
Ages 60 +	0	0
Total:	0	0

Step 4) Take the **duplicate** pile of data cards and repeat step 2, entering the data under the **Repeat Participants** section (either CalFresh or Non-CalFresh as indicated by the response to question 1). Click 'Save and Next' to continue.

The following screen will appear:

Direct Education Demographics

ADDITIONAL EVENT INFORMATION

Number of direct education participants without demographic information available

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Step 5) If there are direct education participants for whom no demographic information was collected (either the participant did not complete a card or the educator was unable to provide a visual estimate) enter the number in the 'Additional Event Information' box. These participants will be automatically counted under indirect education. Click 'Save and Next' to complete the entry.

How to Report the Demographics from Family Data Cards

Step 1) Separate the cards that have 'Yes' answered to the question '*Is this the first time you have filled out this form for your family since October 1, 2015?*' on the data card from the 'No' responses. The '**Yes**' data cards are the **unduplicated (first time)** participants and the '**No**' data cards are the **duplicate (repeat)** participants from the event.

Step 2) Take the **unduplicated** pile and separate the cards that indicated someone in the family participates in either CalFresh or Free School Meals (Question 1) from those that do not. The participants that indicate they participate in either of these programs are the **first time CalFresh Recipients**. Their gender and age will be entered in the far-left column labeled 'CalFresh Recipients.' The unduplicated pile that did not indicate a number for question 1 are the **first time Non-CalFresh recipients**. Their gender and age information goes in the second column labeled 'Non-CalFresh Recipients.'

Step 3) Sum the race and ethnicity from all of the **unduplicated** cards (CalFresh and Non-CalFresh). There are two columns for ethnicity; one for Hispanic/Latino and another for Non-Hispanic/Latino each with the races listed.

Step 4) Take the **duplicate** pile of data cards and repeat step 2, entering the data under the **Repeat Participants** section (either CalFresh or Non-CalFresh).

Step 5) If there are direct education participants for whom no information was collected (either the participant did not complete a card or the educator was unable to provide a visual estimate) enter the number in the 'Additional Event Information' box. These participants will be automatically counted under *indirect education*.

Using a visual estimate to report a direct education participant

If a participant does not complete a data card, the educator conducting the event may complete a card on their behalf by using a visual estimate. The information provided by the visual estimate will be combined with the data reported by the other participants at the event. A visual estimate is most practical when collecting information on an individual and not an entire family. To provide a visual estimate follow the steps below:

- 1) Do you participate in CalFresh (Food Stamps, SNAP, EBT)?** Check 'No' since you cannot visually estimate if a person receives CalFresh.
- 2) Please check your age range.** Use a visual estimate to select the age range of the participant.
- 3) Please check your sex.** Use a visual estimate to select the sex of the participant.
- 4) Is this the first time you have filled out this form since October 1, 2015?** Check 'No/Don't Know' since you cannot visually estimate this response. In the event you do know that the participant is an unduplicated (first time) participant, you may check 'Yes' and continue to the next question.
- 5) Please choose ONE GROUP that describes you best. If two describe you, check both.** Leave blank, if you answered 'No/Don't Know' to question 5 since it is being assumed that the participant is a duplicate (repeat) participant. If 'Yes' was selected for question 5, use a visual estimate to report their race and ethnicity.

Technical Assistance

If you need further guidance regarding use of the data cards, contact Evan.Talmage@cdph.ca.gov