



FFY12 Data Card Instructions

Direct education is defined as interventions where a participant is actively engaged in the learning process with an educator and/or interactive media. It allows educators to obtain information about individual participants. To qualify as direct education, the USDA requires the collection of information on each participant including their age, gender, race/ethnicity and CalFresh participation status. The data cards can be used to gather the necessary demographics at a direct education event.

Data Card Basics

- The data cards should be implemented as part of the direct education; either at the introduction or conclusion of the event.
- 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.
- 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 7 years (or until further guidance from the USDA) in the event of an audit.

There are two versions of the data cards, both of which may be used at the same direct education.

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.

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 Enter the Individual Data Cards into the ATF

When entering information from the individual data cards into the ATF, note that there are two distinct sections on the ATF; one for participants who are completing the data card for the first time (unduplicated participant) and another for participants who have previously completed a data card (repeat/duplicated participant).

Step 1) Separate the cards that have ‘Yes’ answered to Question 5 (*Is this the first time you have filled out this form since October 1, 2011?*) from the ‘No’ responses. The ‘Yes’ cards are the **unduplicated (first time)** participants and the ‘No’ cards are the **duplicate (repeat)** participants.

Step 2) Take the **unduplicated** pile and separate out the cards that answered ‘Yes’ to Question 1 (*Do you participate in CalFresh (Food Stamps, SNAP, EBT) or the Free School Meal program?*). These are the **First Time SNAP/CalFresh Recipients**. Their gender and age will be entered in the far-left column labeled SNAP/CalFresh Recipients (shown below).

Database Entry

Search Items: Enter a Date to Search. Previous Record Find Next Record Add **EXIT**

mm/dd/yyyy
 Start Date of Event: 10/1/2011
 End Date (if more than 1 day):
 Primary Objective: 2, Secondary Objective: 0
 Primary Activity: 3, Secondary Activity: 0

Indirect Education
 Direct Education
 Staff/Non-Target Event
 Educator Name: _____
 Notes: _____
 Were any Harvest of the Month materials used?

Event Description: Scout Island Adventure Challenge

Did the event include school children during school? (K-12 and Preschool) Site Name: Centro La Familia
 Main Topic: Fruits & vegetables
 Type of Activity: Consumer Nutrition Education Class
 Time: 30 Session Format: Single sessi Interactive Media:

If batching classes enter participant information for a single class and enter the number of classes attended by those participants here: 1

Number of people who answered question 2 (Other Programs): _____

First Time Participants

SNAP/CalFresh Recipients		Non-SNAP		Non-Hispanic/Latino		Hispanic/Latino	
Male	<input type="checkbox"/>	Male	<input type="checkbox"/>	White	<input type="checkbox"/>		<input type="checkbox"/>
Female	<input type="checkbox"/>	Female	<input type="checkbox"/>	Asian	<input type="checkbox"/>		<input type="checkbox"/>
< 5 yrs	<input type="checkbox"/>	< 5 yrs	<input type="checkbox"/>	African American	<input type="checkbox"/>		<input type="checkbox"/>
5-17	<input type="checkbox"/>	5-17	<input type="checkbox"/>	American Indian or Alaskan Native	<input type="checkbox"/>		<input type="checkbox"/>
18-59	<input type="checkbox"/>	18-59	<input type="checkbox"/>	Native Hawaiian or other Pacific Islander	<input type="checkbox"/>		<input type="checkbox"/>
60+	<input type="checkbox"/>	60+	<input type="checkbox"/>	More than one race	<input type="checkbox"/>		<input type="checkbox"/>

Repeat Participants

SNAP/CalFresh Recipients		Non-SNAP	
Male	<input type="checkbox"/>	Male	<input type="checkbox"/>
Female	<input type="checkbox"/>	Female	<input type="checkbox"/>
< 5 yrs	<input type="checkbox"/>	< 5 yrs	<input type="checkbox"/>
5-17	<input type="checkbox"/>	5-17	<input type="checkbox"/>
18-59	<input type="checkbox"/>	18-59	<input type="checkbox"/>
60+	<input type="checkbox"/>	60+	<input type="checkbox"/>

Did not fill out a card

This is not the same as participants that had their information filled in by event personnel

of Participants without demographic information available: _____

Replicate (Add New Record). If you are updating an existing record please use "Amend". This Button is For: Amend Clear Form Find Record for Relation Delete Record



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

Database Entry

Search Items: Enter a Date to Search. Previous Record Find Next Record Add **EXIT**

Start Date of Event: mm/dd/yyyy 10/1/2011 Indirect Education Educator Name: _____
 End Date (if more than 1 day): _____ Direct Education Notes: _____
 Primary Objective: 2 Secondary Objective: 0
 Activity: 3 Activity: 0 Staff/Non-Target Event
 Were any Harvest of the Month materials used?

Event Description: Scout Island Adventure Challenge

Did the event include school children during school? (K-12 and Preschool) Site Name: Centro La Familia
 Main Topic: Fruits & vegetables
 Type of Activity: Consumer Nutrition Education Class
 Time: 30 Session Format: Single sessi Interactive Media:

If batching classes enter participant information for a single class and enter the number of classes attended by those participants here: 1

First Time Participants

SNAP/CalFresh Recipients		Non-SNAP		Hispanic/Latino	
Male	<input type="checkbox"/>	Male	<input type="checkbox"/>	Asian	<input type="checkbox"/>
Female	<input type="checkbox"/>	Female	<input type="checkbox"/>	African American	<input type="checkbox"/>
< 5 yrs	<input type="checkbox"/>	< 5 yrs	<input type="checkbox"/>	American Indian or Alaskan Native	<input type="checkbox"/>
5-17	<input type="checkbox"/>	5-17	<input type="checkbox"/>	Native Hawaiian or other Pacific Islander	<input type="checkbox"/>
18-59	<input type="checkbox"/>	18-59	<input type="checkbox"/>	More than one race	<input type="checkbox"/>
60+	<input type="checkbox"/>	60+	<input type="checkbox"/>		

Repeat Participants

SNAP/CalFresh Recipients		Non-SNAP	
Male	<input type="checkbox"/>	Male	<input type="checkbox"/>
Female	<input type="checkbox"/>	Female	<input type="checkbox"/>
< 5 yrs	<input type="checkbox"/>	< 5 yrs	<input type="checkbox"/>
5-17	<input type="checkbox"/>	5-17	<input type="checkbox"/>
18-59	<input type="checkbox"/>	18-59	<input type="checkbox"/>
60+	<input type="checkbox"/>	60+	<input type="checkbox"/>

Number of people who answered question 2 (Other Programs):

Did not fill out a card

This is not the same as participants that had their information filled in by event personnel

of Participants without demographic information available:

Replicate (Add New Record). If you are updating an existing record please use "Amend". This Button is For Amend Clear Form Find Record for Deletion Delete Record

Step 3) Enter the total number of cards (SNAP/CalFresh **and** Non-SNAP together) that had each of the race/ethnicity options checked. There are two columns for ethnicity; one for Hispanic/Latino and another for Non-Hispanic/Latino each with the races (shown below).

Database Entry

Search Items: Enter a Date to Search. Previous Record Find Next Record Add **EXIT**

Start Date of Event: mm/dd/yyyy 10/1/2011
 End Date (if more than 1 day):
 Educator Name:
 Notes:

Primary Objective: 2 Activity: 3
 Secondary Objective: 0 Activity: 0

Indirect Education
 Direct Education
 Staff/Non-Target Event

Were any Harvest of the Month materials used?

Event Description: Scout Island Adventure Challenge

Did the event include school children during school? (K-12 and Preschool)
 Site Name: Centro La Familia
 Main Topic: Fruits & vegetables
 Type of Activity: Consumer Nutrition Education C
 Time: 30 Session Format: Single sessi Interactive Media

If batching classes enter participant information for a single class and enter the number of classes attended by those participants here 1

First Time Participants

SNAP/CalFresh Recipients	Non-SNAP	Non-Hispanic/Latino	Hispanic/Latino
Male <input type="checkbox"/>	Male <input type="checkbox"/>	White <input type="checkbox"/>	<input type="checkbox"/>
Female <input type="checkbox"/>	Female <input type="checkbox"/>	Asian <input type="checkbox"/>	<input type="checkbox"/>
< 5 yrs <input type="checkbox"/>	< 5 yrs <input type="checkbox"/>	African American <input type="checkbox"/>	<input type="checkbox"/>
5-17 <input type="checkbox"/>	5-17 <input type="checkbox"/>	American Indian or Alaskan Native <input type="checkbox"/>	<input type="checkbox"/>
18-59 <input type="checkbox"/>	18-59 <input type="checkbox"/>	Native Hawaiian or other Pacific Islander <input type="checkbox"/>	<input type="checkbox"/>
60+ <input type="checkbox"/>	60+ <input type="checkbox"/>	More than one race <input type="checkbox"/>	<input type="checkbox"/>

Repeat Participants

SNAP/CalFresh Recipients	Non-SNAP
Male <input type="checkbox"/>	Male <input type="checkbox"/>
Female <input type="checkbox"/>	Female <input type="checkbox"/>
< 5 yrs <input type="checkbox"/>	< 5 yrs <input type="checkbox"/>
5-17 <input type="checkbox"/>	5-17 <input type="checkbox"/>
18-59 <input type="checkbox"/>	18-59 <input type="checkbox"/>
60+ <input type="checkbox"/>	60+ <input type="checkbox"/>

Number of people who answered question 2 (Other Programs)

Did not fill out a card

This is not the same as participants that had their information filled in by event personnel

of Participants without demographic information available

Replicate (Add New Record). If you are updating an existing record please use "Amend". This Button is for Amend Clear Form Find Record for Deletion Delete Record

Step 4) Take the **duplicate** pile of data cards and repeat step 2, entering the data under the **Repeat Participants** section (either SNAP/CalFresh or Non-SNAP as indicated by the response to question 1, shown below).

Database Entry

Search Items: Enter a Date to Search. Previous Record Find Next Record Add **EXIT**

Start Date of Event: mm/dd/yyyy 10/1/2011
 End Date (if more than 1 day):
 Educator Name:
 Notes:
 Indirect Education
 Direct Education
 Staff/Non-Target Event
 Were any Harvest of the Month materials used?

Primary Objective: 2 Activity: 3
 Secondary Objective: 0 Activity: 0

Event Description: Scout Island Adventure Challenge

Did the event include school children during school? (K-12 and Preschool) Site Name: Centro La Familia
 Main Topic: Fruits & vegetables
 Type of Activity: Consumer Nutrition Education Class
 Time: 30 Session Format: Single sessn Interactive Media:

If batching classes enter participant information for a single class and enter the number of classes attended by those participants here: 1

First Time Participants

SNAP/ CalFresh Recipients	Non-SNAP	Asian	African American	American Indian or Alaskan Native	Native Hawaiian or other Pacific Islander	More than one race
Male <input type="checkbox"/>	Male <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Female <input type="checkbox"/>	Female <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
< 5 yrs <input type="checkbox"/>	< 5 yrs <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-17 <input type="checkbox"/>	5-17 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18-59 <input type="checkbox"/>	18-59 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60+ <input type="checkbox"/>	60+ <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Repeat Participants

SNAP/ CalFresh Recipients	Non-SNAP
Male <input type="checkbox"/>	Male <input type="checkbox"/>
Female <input type="checkbox"/>	Female <input type="checkbox"/>
< 5 yrs <input type="checkbox"/>	< 5 yrs <input type="checkbox"/>
5-17 <input type="checkbox"/>	5-17 <input type="checkbox"/>
18-59 <input type="checkbox"/>	18-59 <input type="checkbox"/>
60+ <input type="checkbox"/>	60+ <input type="checkbox"/>

Number of people who answered question 2 (Other Programs):

Did not fill out a card

This is not the same as participants that had their information filled in by event personnel

of Participants without demographic information available:

Replicate (Add New Record). If you are updating an existing record please use "Amend". This Button is for Amend Clear Form Find Record for Deletion Delete Record

Step 5) Enter the number of cards that had one or more programs marked for Question 2 (*If you answered NO to question 1, check any programs you take part in*) in the ‘Number of people who answered question 2 (Other Programs)’ box (shown below; red arrow). For example, if a single participant checked that they participate in WIC and CalWORKs, this would be **one count**, not two.

Database Entry

Search Items: Enter a Date to Search. Previous Record Find Next Record Add **EXIT**

Start Date of Event: mm/dd/yyyy 10/1/2011
 End Date (if more than 1 day):
 Educator Name: _____
 Notes: _____

Primary Objective: 2 Activity: 3
 Secondary Objective: 0 Activity: 0

Indirect Education Direct Education Staff/Non-Target Event

Were any Harvest of the Month materials used?

Event Description: Scout Island Adventure Challenge

Did the event include school children during school? (K-12 and Preschool) Site Name: Centro La Familia
 Main Topic: Fruits & vegetables
 Type of Activity: Consumer Nutrition Education Class
 Time: 30 Session Format: Single sessi Interactive Media:

If batching classes enter participant information for a single class and enter the number of classes attended by those participants here: 1

First Time Participants

SNAP/CalFresh Recipients		Non-SNAP		Non-Hispanic/Latino		Hispanic/Latino	
Male	Female	Male	Female	White	Asian		
< 5 yrs	5-17	< 5 yrs	5-17	African American	American Indian or Alaskan Native		
18-59	60+	18-59	60+	Native Hawaiian or other Pacific Islander	More than one race		

Repeat Participants

SNAP/CalFresh Recipients		Non-SNAP	
Male	Female	Male	Female
< 5 yrs	5-17	< 5 yrs	5-17
18-59	60+	18-59	60+

Number of people who answered question 2 (Other Programs): _____

Did not fill out a card

This is not the same as participants that had their information filled in by event personnel

of Participants without demographic information available: _____

Replicate (Add New Record). If you are updating an existing record please use "Amend". This Button is For Amend Clear Form Find Record for Deletion Delete Record

Step 6) If there are direct education participants for whom no information was collected (either from the data card or staff using a visual estimate) enter the number in the ‘# of participants without demographic information available’ box (shown above; green arrow). These participants will be automatically counted under indirect education.

How to Enter the Family Data Cards into the ATF

Step 1) Separate the cards that have ‘Yes’ answered to Question 4 on the data card (*Is this the first time you have filled out this form for your family since October 1, 2011?*) 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 SNAP/CalFresh Recipients**. Their gender and age will be entered in the far-left column labeled SNAP/CalFresh Recipients. The unduplicated pile that did not indicate a number for question 1 are the **first time Non-SNAP recipients**. Their gender and age information goes in the second column labeled Non-SNAP.

Step 3) Enter the total number of **unduplicated** cards (SNAP/CalFresh **and** Non-SNAP) that had each of the race/ethnicity options checked. There are two columns for ethnicity; one for Hispanic/Latino and another for Non-Hispanic/Latino each with the races.

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

Step 5) If there are direct education participants for whom no information was collected (either from the data card or staff using a visual estimate) enter the number in the ‘# of participants without demographic information available’ 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 staff person 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) or the Free School Meal program?** Check ‘No’ since you cannot visually estimate if a person receives CalFresh/Free Meals.
- 2) If you answered NO to question 1, check any programs you take part in.** Again, since you cannot visually estimate if a person participates in any of the programs, do not check any of the programs listed.
- 3) Please check your age range.** Use a visual estimate to select the age range of the participant.
- 4) Please check your sex.** Use a visual estimate to select the sex of the participant.
- 5) Is this the first time you have filled out this form since October 1, 2011?** Check ‘No/Don’t Know’ since you cannot visually estimate this response.
- 6) Please choose ONE GROUP that describes you best. If two describe you, check both.** Leave blank, since it is being assumed that the participant is a duplicate (repeat) participant and race/ethnicity is not needed for the duplicate count.

Technical Assistance

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