SECTION H

EARS
Implementation Plan

Section H: EARS Implementation Plan

Component of EARS Directions: Enter the date that you expect to start implementing data for each of the components of EARS. All States must begin submitting the expenditure information for items 9 and 10 no later than 10/08; however, States may begin submitting this data as early as 10/07. If an item is not applicable to your State, please indicate that it is "Not Applicable" (NA). For example, if implementing agencies in your State do not have a social marketing campaign, you would indicate "NA".	Target Date for Implementation
Direct Education Contacts	
1. Unduplicated Count of FSNE Participants by Age and FSP Status	**12/31/10**
2. Unduplicated Count of FSNE Participants by Gender	**12/31/10**
3. Unduplicated Count of FSNE Participants by Pace and Ethnicity	**12/31/10**
4. Number of FSNE Delivery Sites by Type of Setting	**12/31/10**
5. Direct Education Programming Format	**12/31/10**
6. Primary Content of Direct Education	**12/31/10**
Social Marketing	
7. Description of Social Marketing Campaigns	**12/31/10**
Indirect Education	
8. Types of Material Distributed and Estimated Size of Audience Reached Through Communication and Events	**12/31/10**
Summary of Expenditures	
9. Expenditures by Source of Funding	**12/31/08**
10. Expenditures by Category of Spending	**12/31/08**