

Date _____ County _____ Event Name _____

Site Name _____ UC CalFresh Staff in Attendance _____

Indirect Intervention Channel

(choose one per indirect intervention)

- | | | |
|---|---|--|
| <input type="checkbox"/> Articles | <input type="checkbox"/> Point of sale or distribution signage | <input type="checkbox"/> Other- please specify _____ |
| <input type="checkbox"/> Billboards, or other signage | <input type="checkbox"/> Radio Public Service Announcement | <u>Describe Other:</u> _____ |
| <input type="checkbox"/> Calendars | <input type="checkbox"/> Social Media (<i>Facebook, Twitter, Pinterest and blogs</i>) | _____ |
| <input type="checkbox"/> Electronic materials | <input type="checkbox"/> TV Public Service Announcement | _____ |
| <input type="checkbox"/> <u>Hard copy</u> materials | <input type="checkbox"/> Videos (<i>includes CD, DVD, and online videos</i>) | _____ |
| <input type="checkbox"/> Nutrition Education Reinforcement Items (NERI) | <input type="checkbox"/> Website | _____ |

Intervention Topics

(choose all that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> Active commuting (walking and bicycling) | <input type="checkbox"/> Limiting added sugars | <input type="checkbox"/> Protein foods |
| <input type="checkbox"/> Dairy (Low-fat/fat-free milk and/or fortified soy beverages) | <input type="checkbox"/> Limiting saturated fats | <input type="checkbox"/> Reducing sedentary activities /screen time |
| <input type="checkbox"/> Fiber-rich foods | <input type="checkbox"/> Limiting sodium | <input type="checkbox"/> Water |
| <input type="checkbox"/> Food preparation/cooking and food safety | <input type="checkbox"/> MyPlate food groups/portions for healthy eating | <input type="checkbox"/> Whole grains |
| <input type="checkbox"/> Food shopping and resource management | <input type="checkbox"/> Participations in sports/recreational activities | <input type="checkbox"/> Other- please specify _____ |
| <input type="checkbox"/> Fruits and vegetables | <input type="checkbox"/> Prevention of obesity, or other chronic diseases | <u>Describe Other:</u> _____ |
| <input type="checkbox"/> Healthy fats and oils | <input type="checkbox"/> Promoting and maintaining a healthy weight | _____ |

ESTIMATED UNDUPLICATED COUNT

Total Indirect Participants Reached _____ SOURCE OF AUDIENCE ESTIMATE: _____ See codes below

C = commercial market data on audience size S = survey of target audience V = visual estimate O = other

Additional Notes/Comments:
