

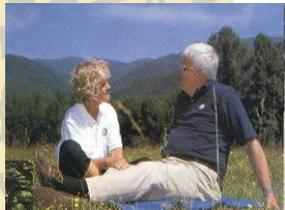


# The Food Stamp Education & Administrative Reporting System (EARS):

## *Progress and Plans*

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OANE/FNS/USDA



# Presentation Outline

## What will we accomplish?

- Overview—what, why, and how
- The EARS Reporting Form
- EARS On-line Data Submission System
- Outputs-What we expect from the system
- Training
- Milestones and Timeline
- Challenges for FNS and States
- Opportunities EARS Offers



# Overview



# EARS:

## *What did we set out to achieve?*

- ✦ Standard Report that provides "Core" data/information for all States
- ✦ Component of the National and State Reporting Systems
- ✦ Collect uniform data that provide trends over time



# EARS: *What will it accomplish?*

- ✦ Inform management decisions
- ✦ Support policy initiatives
- ✦ Provide documentation for legislative, budget & other requests
- ✦ Support the planning function



# EARS: *What it will not do.*

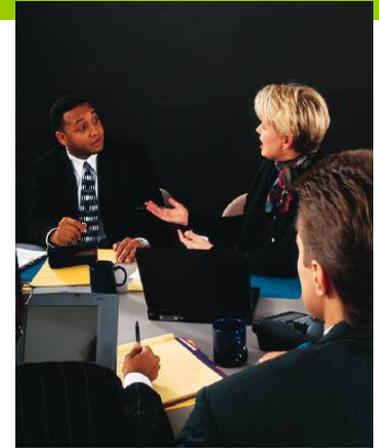
*EARS is one of several actions FNS has taken to enhance our understanding of State and local FSNE activities...it will not tell us everything.*

- ✖ Replace the year end report
- ✖ Tell us about all aspects of FSNE
- ✖ Provide evaluation data

# The EARS Developmental Process

FNS used a collaborative process

- ✦ National EARS Work Group
- ✦ Solicited input and feedback at key points
- ✦ Conducted informal and formal pilot test
- ✦ Posted and solicited comments on updates at regular intervals
- ✦ Completed multiple rounds of State visits including exit consultations
- ✦ Made modifications based on feedback



# EARS Development Approach: 10 Key Steps



Public notice

Information gathering & support services

Establish & convene Work Group

Draft report & secure comments

Revise, test & solicit comments

Conduct field test

Review results & revise

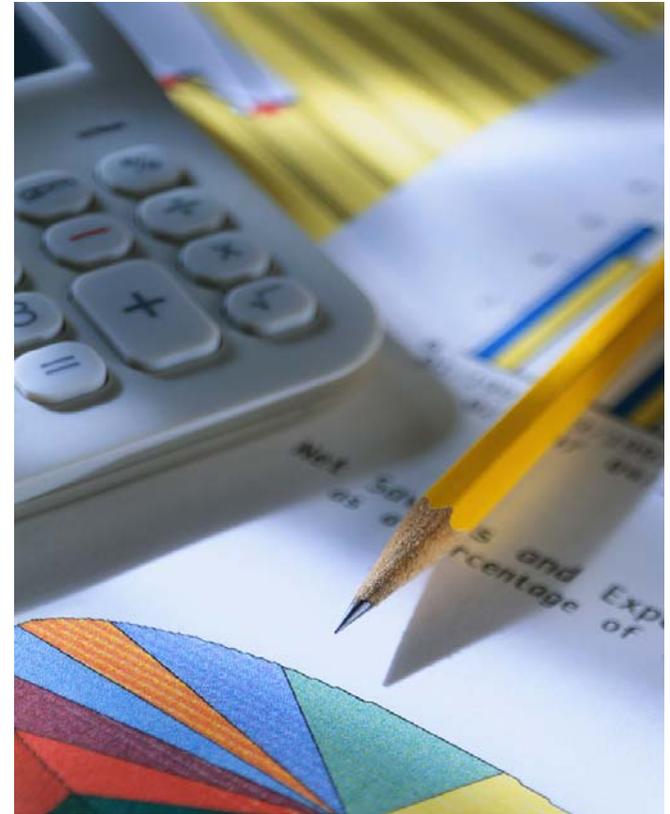
Implementation recommendations/FNS Clearance

OMB clearance

Training, Implementation & monitoring

# The FSP EARS Form

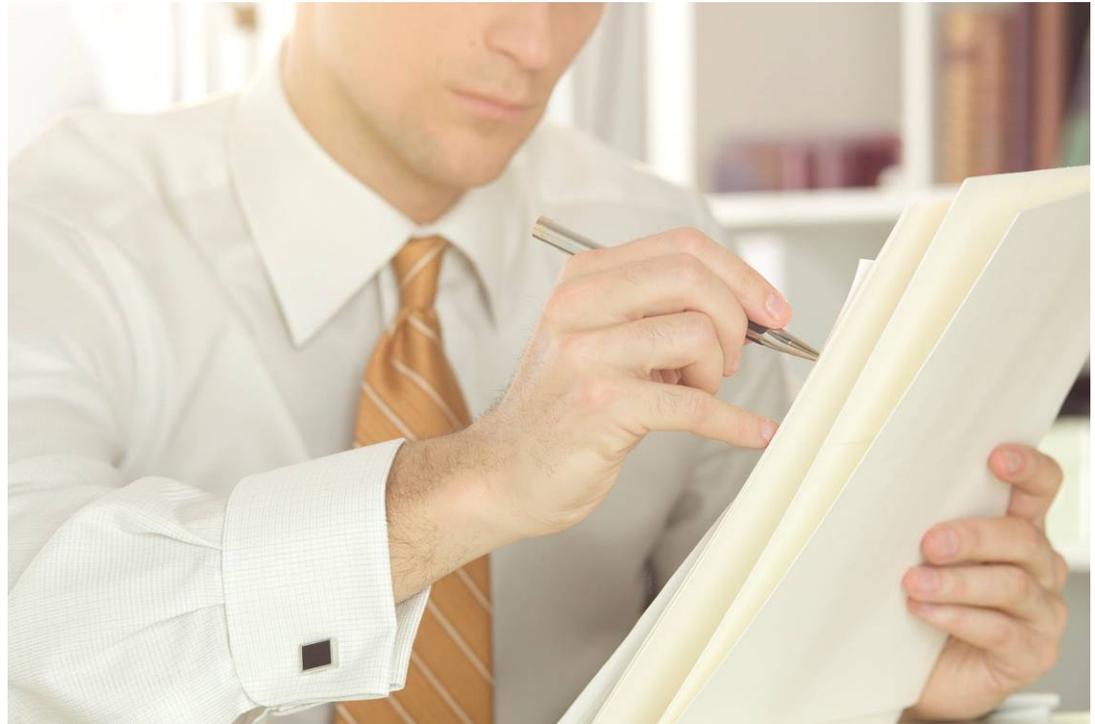
- ✦ Provides descriptive, not outcome data and information
- ✦ Annual report of prior Fiscal Year's information
- ✦ Does not replace the annual narrative report.



# EARS Form

Designed to capture information on:

- ✦ Direct Education
- ✦ Social Marketing
- ✦ Indirect Education
- ✦ Financial Data



# Section 1: Direct Education

- ❖ Participant is actively engaged in the learning process
- ❖ At a minimum, the numbers of individuals and FSP participation is captured
- ❖ Basic demographic information is collected
- ❖ Unduplicated count.



# Direct Education Elements

1. Number of FSNE Participants by Age & FSP Status.
2. Number of FSNE Participants by Gender
3. FSNE Participants by Race and Ethnicity
4. FSNE Delivery Sites by Type of Setting
5. Direct Education Programming Format
6. Primary Content of Direct Education





# Social Marketing Campaigns

Definition:

***“A consumer-focused, research-based process to plan, implement and evaluate interventions that are designed to influence the voluntary behavior of a large number of people in the target audience.”<sup>1</sup>***

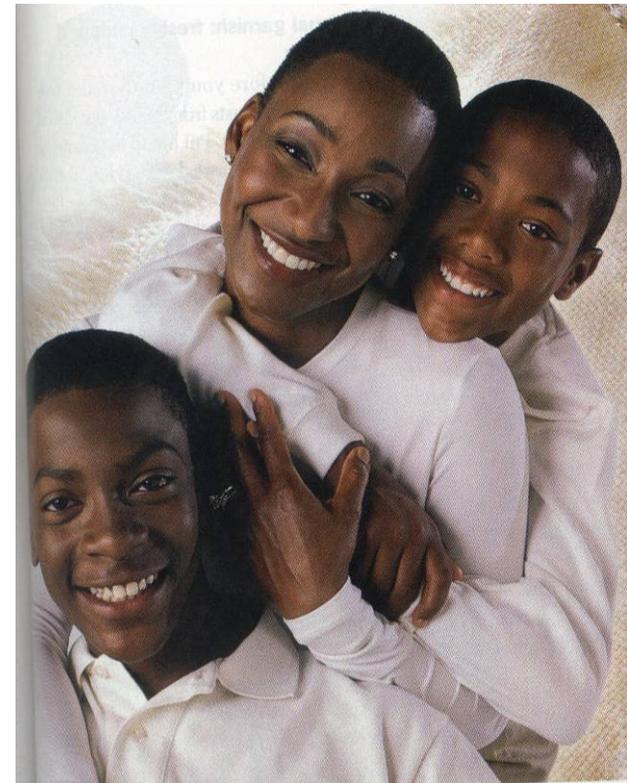
<sup>1</sup> Adapted from Alan Andreasen 1995 and Social Marketing  
Division of Society for Nutrition Education

## Section 2:

# Social Marketing Campaigns

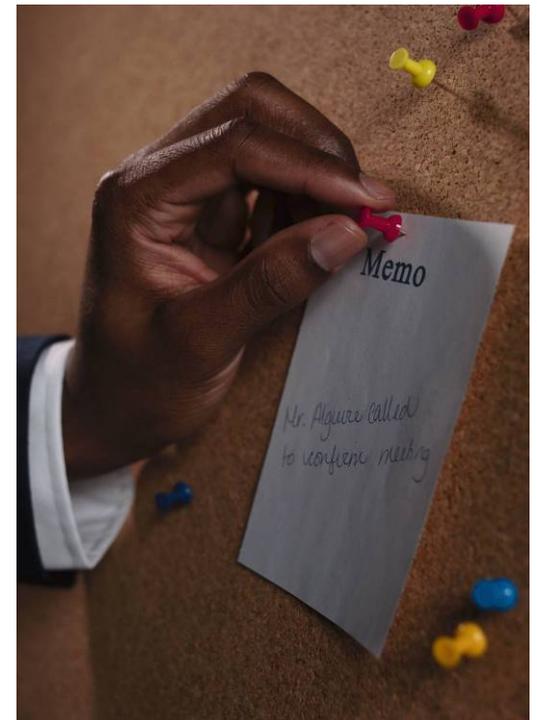
To report data on a campaign, programs need to have completed the following:

- ✦ Identified a specific segment of the food stamp/low income population to target.
- ✦ Identified the specific nutrition needs and associated target behaviors
- ✦ Formative evaluation of messages, materials and delivery channels.



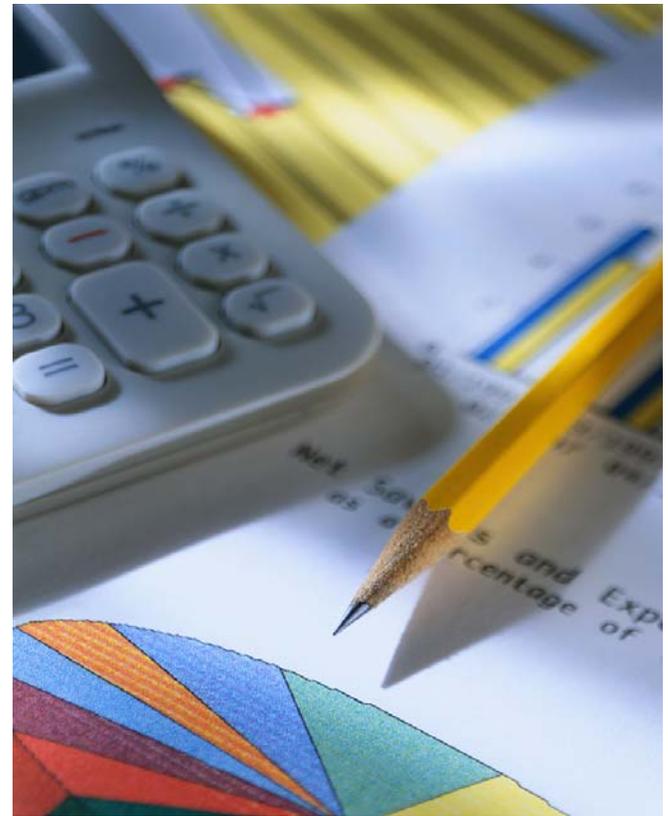
## Section 3: Indirect Education

- ✦ Distribution of information and resources including mass communications, public events and materials distribution that are not part of DIRECT EDUCATION or SOCIAL MARKETING CAMPAIGNS
- ✦ Type of Material Distributed and Estimated Size of Audience Reached



# Fiscal Data Elements

- ✦ Expenditure by Source of Funding
- ✦ Expenditure by Category of Spending
  - Administrative
  - Program Delivery



# EARS On-line Data Submission System



# Why develop an EARS Online System?

- ☛ States want it (EARS pilot testing)
- ☛ Reduce reporting burden
- ☛ Increase data accuracy and efficiency
- ☛ Facilitate data analyses and compilation



# EARS Online System

- ✦ Contractor – Ace Info Solutions, Inc
- ✦ Web-based Data Entry Form
- ✦ Relational Database



# Relational Database

- ✂ Collect and Store Data
- ✂ Outputs
  - User-friendly reports
  - Exportable analysis file



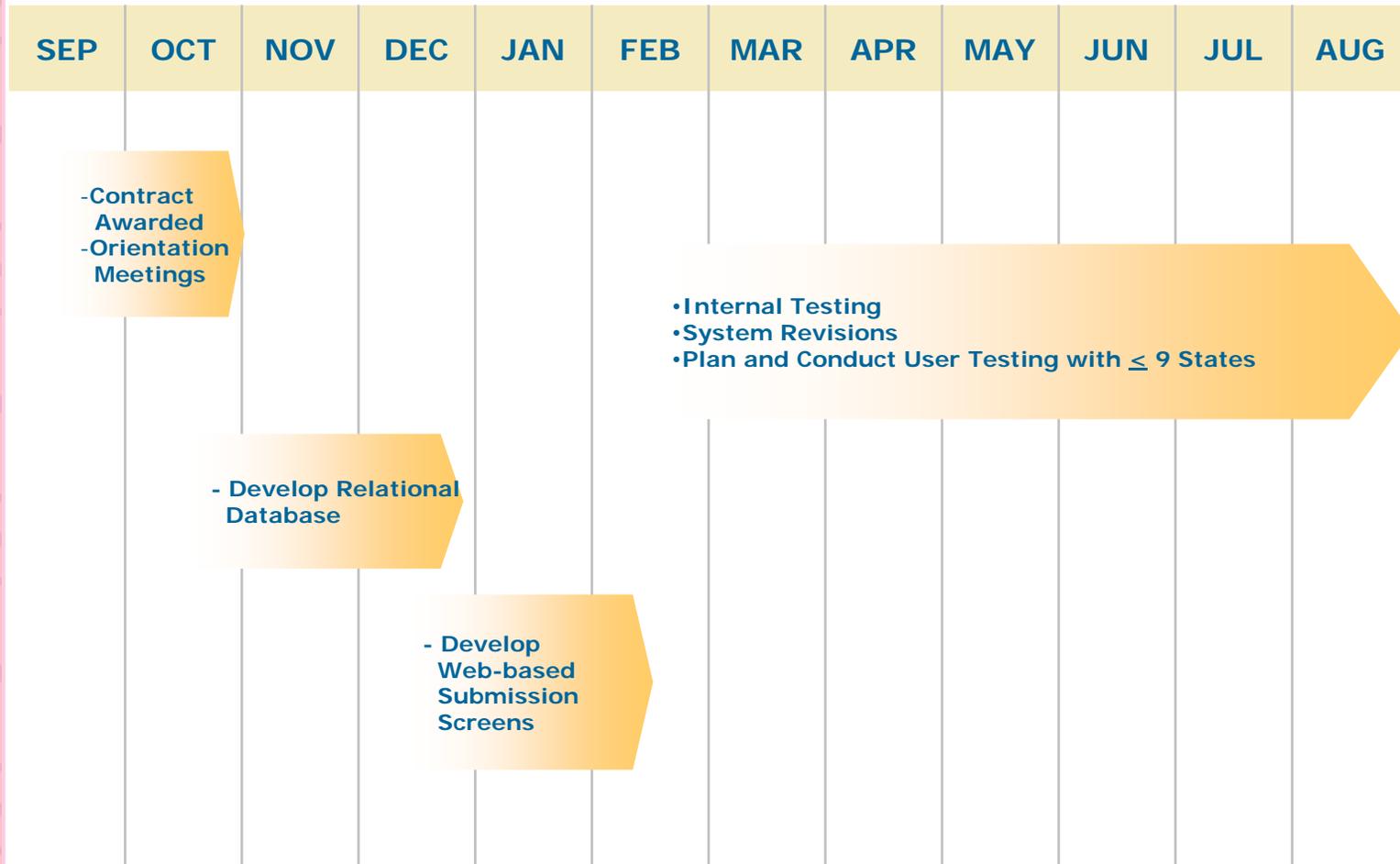
# EARS Online Submission

- State FSP agencies will enter and submit the information annually through the online system.
- FNS may add a subsystem that allows implementing partners to submit electronically to SAs in the future.

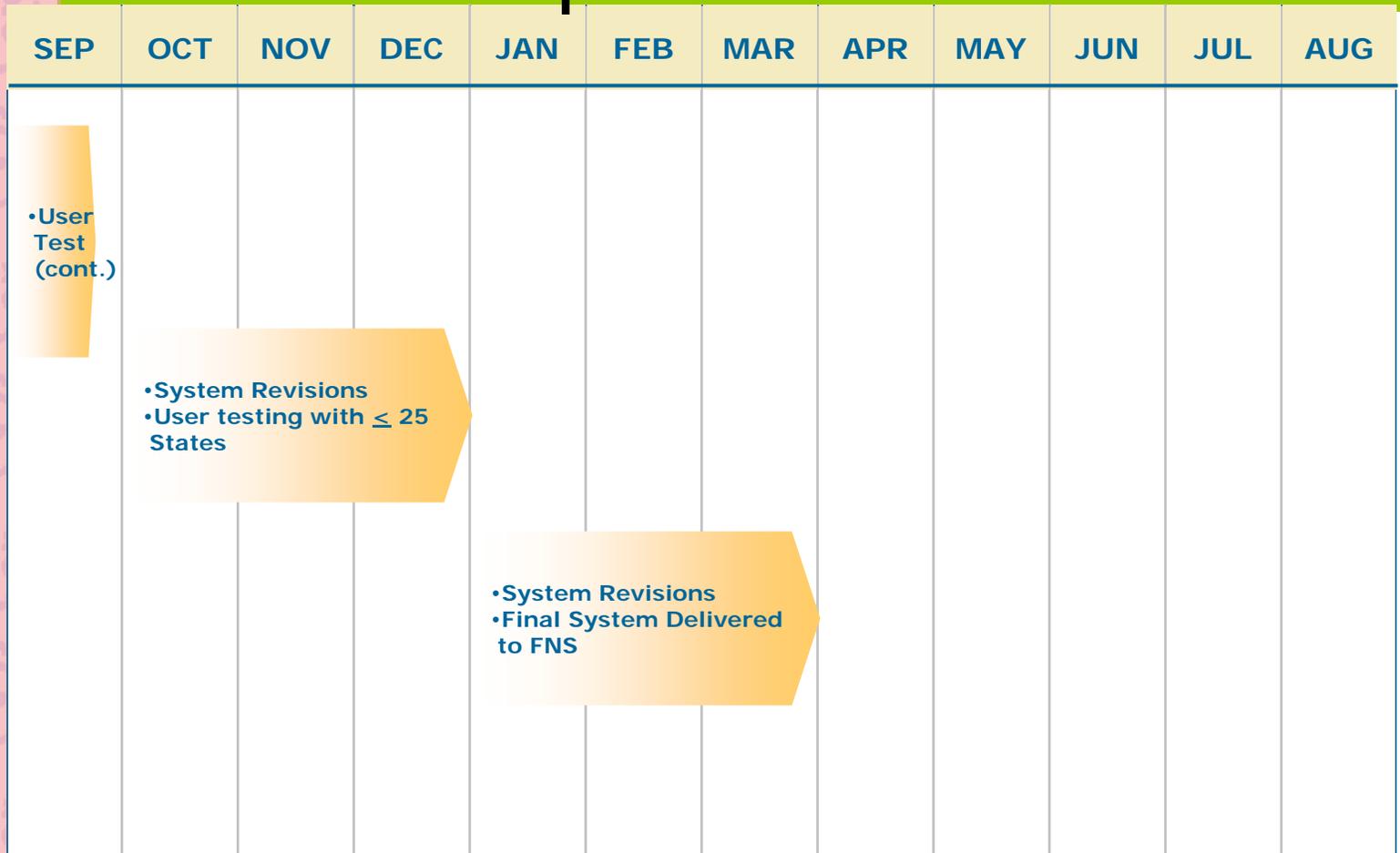
The screenshot displays a web browser window with the address bar showing a local file path. The page header includes the USDA logo and the text 'United States Department of Agriculture Food and Nutrition Service'. The main content area is titled '6. Primary Content of Direct Education' and contains a list of questions. The 'Code' field for each question is populated with a dropdown menu selection. The 'Other (please specify):' field is empty for each question. The 'Previous', 'Cancel', and 'Next' buttons are visible at the bottom right of the form. The status bar at the bottom of the browser window shows 'DRAFT - For Internal Use Only'.

Question	Code	Other (please specify):
Question 1	FAT FREE & LOW FAT MILK OR EQUIV (& ALTERNATE CALCIUM SOURCES)	
Question 2 *	FATS AND OILS	
Question 3 *	FIBER-RICH FOODS	
Question 4 *	FOOD SHOPPING/PREPARATION	
Question 5 *		
Question 6		
Question 7		
Question 8 *		
Question 9 *		
Question 10 *		

# EARS Online System Development Timeline



# EARS Online System Development Timeline



# State Assistance Needed

## ✦ Recruiting States for Testing

- 9 States (initial test) – Summer 2007
- 25 States (final test) – Fall 2007



# Outputs?

## What will we get from the system?

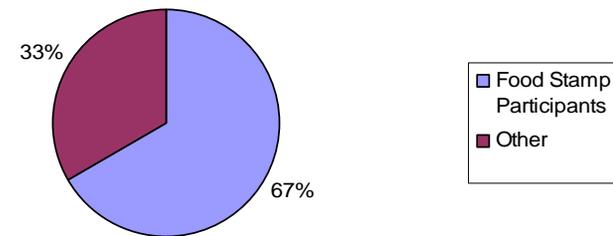


# FSNE Participants by Age and FSP Status

## Food Stamp Participation

- How many FSNE participants are enrolled in the Food Stamp Program?

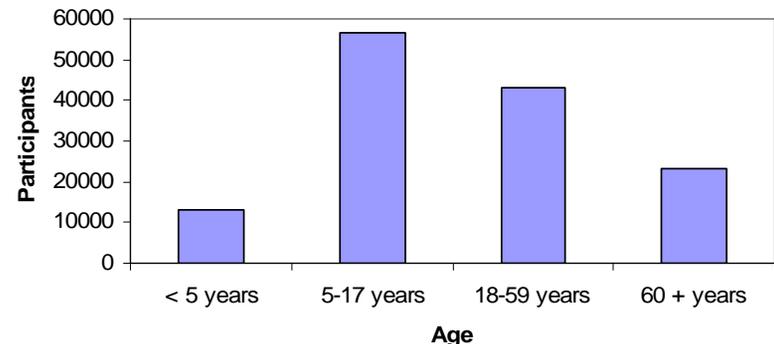
FSNE Participants by FSP Status



## Age

- What age(s) are FSNE participants?
- Which age group(s) are receiving the most/least FSNE?

FSNE Participants by Age



*Sample Output Only*

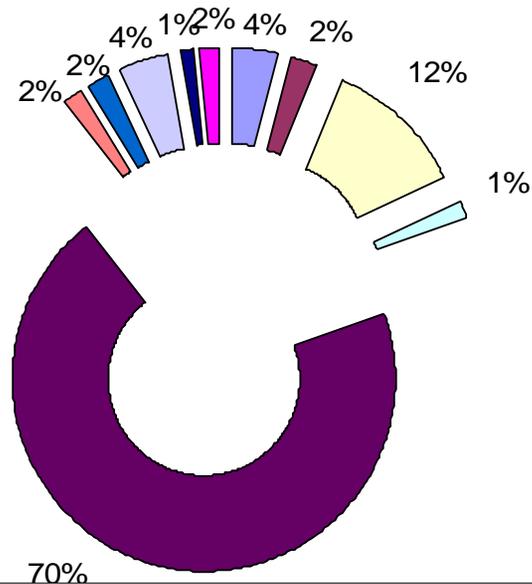
# FSNE Participants by Race and Ethnicity

## Race

- What is the racial composition of FSNE participants?
- Which racial group(s) are being reached most/least through FSNE?

*Sample Output Only*

FSNE Participants by Race



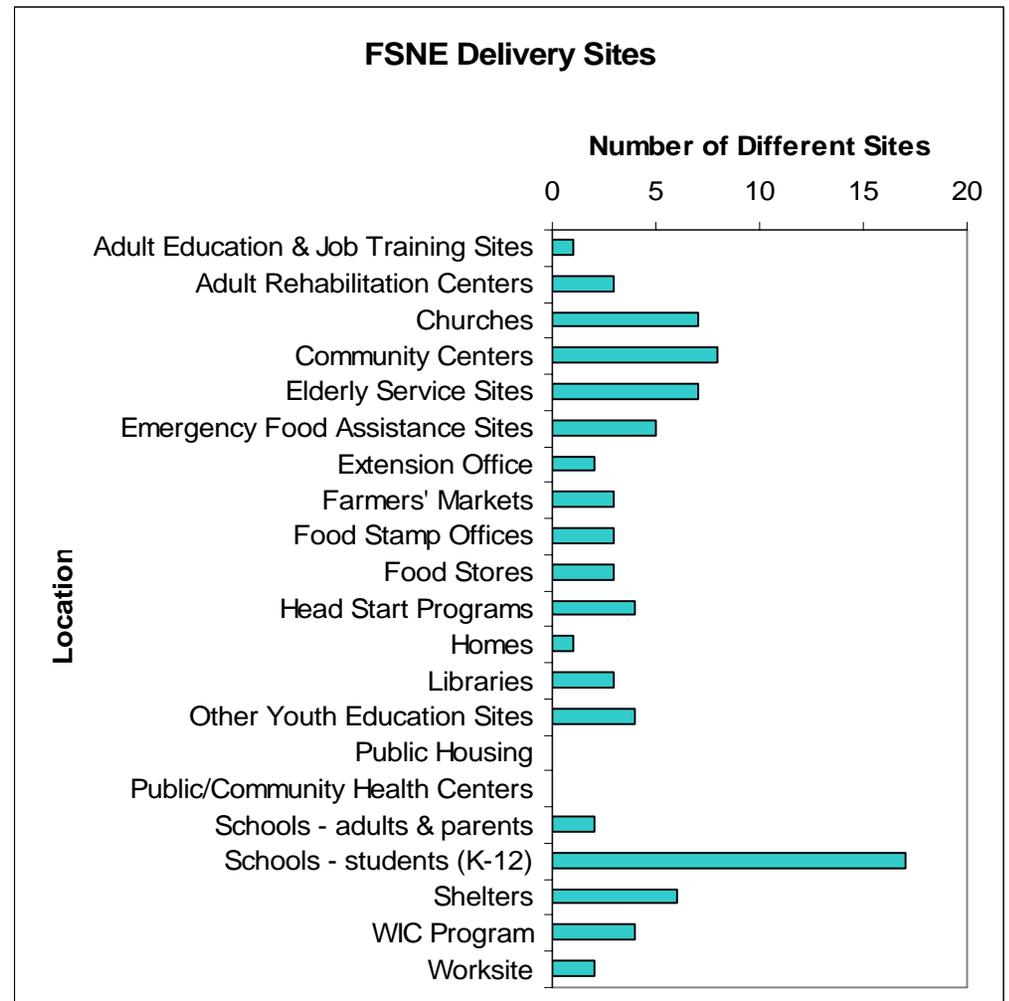
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- American Indian or Alaska Native and White
- Asian and White
- Black or African American and White
- American Indian or Alaska Native and Black or African American
- Balance Reporting More than One Race

# FSNE Delivery Sites/Locations

## Delivery Sites

- Where is FSNE taking place?

*Sample Output Only*

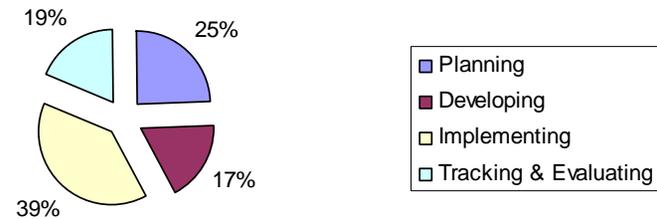


# Description of Social Marketing Initiatives

## Primary Activities

- What were social marketing campaigns' major activities for this year (planning, developing, implementing, tracking)?

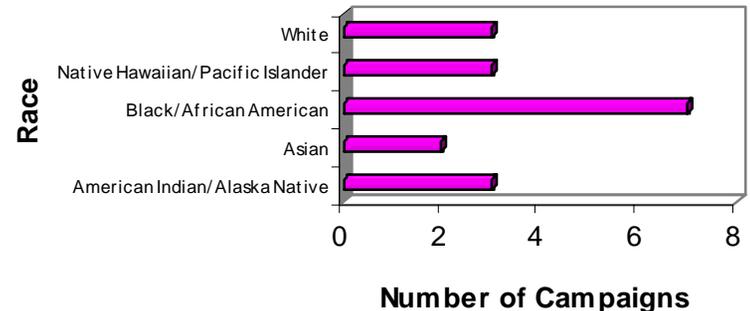
Social Marketing Campaigns' Primary Activities  
FY 2005



## Target Audience(s)

- Who is being targeted? Can look at ethnicity, race, gender, and age.

Target Audience of Social Marketing Campaign(s)



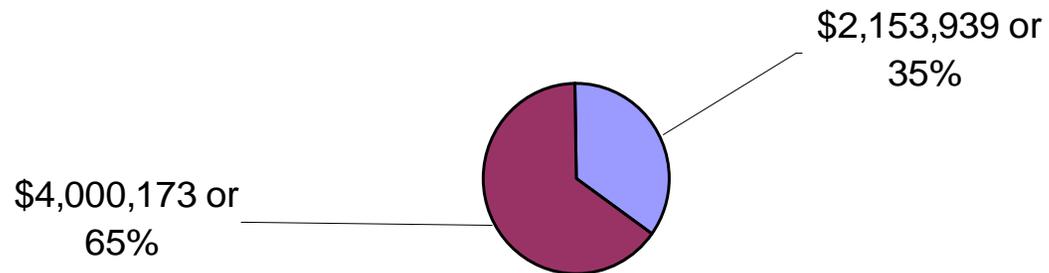
*Sample Output Only*

# Expenditure of Funds

## Overall Expenditures

- Proportion of funds spent on administration vs. service delivery?

## FSNE Funds: Total Administrative and Program Delivery Expenditures



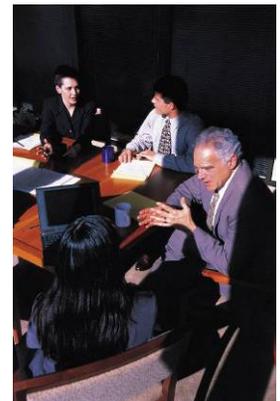
■ Nutrition Education Program Delivery Expenditures ■ Administrative Expenditures

# EARS Training and Timeline



# EARS Workgroup's Recommendations: 4-Step Training Process

- ✦ National Launch
- ✦ 1-Day Regional training meeting
- ✦ Specialty Training
  - Conference calls and/or
  - On-site at "convenient" meetings
- ✦ On-line training Resource



# The Training Model



- ✦ Include HQ, Regional, State FSP, and implementing agencies
  - “everyone hears same message”
- ✦ General overview with emphasis on Program type
- ✦ Enhance training resources over time to reflect
  - lesson learned
  - areas of high need
  - best practice
- ✦ Use peer trainer
- ✦ Repeat training as needed
- ✦ organize around SA needs and similarities



# Implementation Timeline

- ✦ Allow a 2.5 year leeway for full implementation
- ✦ Allow 6 months from training for start-up
- ✦ SA submit plan & timeline for implementing EARS in 2008 annual plan



# EARS Training Plan

- ✦ Contractor support – Susanne Gregory
- ✦ Regional one day face-to-face trainings
- ✦ Series of follow-up conference call trainings on identified topics of high need.
- ✦ Overarching on-line training resource



# FSNE 2008 State Plan

- ✚ All FSNE States asked to submit an EARS Implementation schedule with 2008 FSNE State Plan
- ✚ Indicate when each applicable component of EARS will be reported
- ✚ Reminder: All states must begin reporting fiscal data in 2008.

Appendix I. Template 9: EARS Implementation Plan

Component of EARS	Target Date for Implementation
<b>Add instructions per my last comments.</b> Direction: 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".	
<b>Direct Education Contacts</b>	
1. Unduplicated Count of FSNE Participants by Age and FSP Status	
2. Unduplicated Count of FSNE Participants by Gender	
3. Unduplicated Count of FSNE Participants by Pace and Ethnicity	
4. Number of FSNE Delivery Sites by Type of Setting	
5. Direct Education Programming Format	
6. Primary Content of Direct Education	
<b>Social Marketing</b>	
7. Description of Social Marketing Campaigns	
<b>Indirect Education</b>	
8. Types of Material Distributed and Estimated Size of Audience Reached Through Communication and Events	
<b>Summary of Expenditures</b>	
9. Expenditures by Source of Funding	12/30/08
10. Expenditures by Category of Spending	12/30/08



# EARS

## Milestones & Timeline

### Action/Task

### Timeframe

#### 📌 OMB Package

- Publish 60-Day Notice
- Submit OMB Package
- OMB Approval Expected

- July 2006
- Jan 2007
- Mar 2007

#### 📌 EARS On-line Data Submission System

- Award Contract
- Develop & Test System
- Revisions to System
- Implementation

- Oct 2006
- Sep 2006 – Dec 2007
- Jan – May 2008
- Oct 2008



# EARS Milestones & Timeline

## Action/Task

## Timeframe

 <b>EARS Training</b>	
Award Contract	Jan 2007
Develop Training Material	Feb – July 2007
Conduct Regional Trainings	Aug – Oct 2007
Conduct Training Conference Calls	Nov 2007 – Nov 2008
Online Training Resource	Jan 2009
 <b>First Year EARS Implementation</b>	
At minimum, all States report financial data (9 and 10)	Fiscal Year 2008
 <b>Full EARS Implementation</b>	
All States report all applicable EARS data	Fiscal Year 2010
 <b>Monitoring &amp; Technical Assistance</b>	Ongoing
 <b>Feedback</b>	Ongoing

# Challenges for FNS and States

- ❖ Ambitious timeline
- ❖ Resource limitations may impact number and frequency of training events
- ❖ Variance in the difficulties States may have implementing EARS; some will be early implementers others may lag behind



# Opportunities EARS Offers

- ✦ EARS will provide uniform definitions for FSNE
- ✦ Data will provide a clear picture of FSNE activities on a state, regional and national level
- ✦ Allow for trend analysis
- ✦ Data will be available to support policy and legislative efforts to improve FSNE



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Thanks for your  
support of this  
effort!