

Case Study Calculations

1a. Direct Education: FSNE PARTICIPANTS by Age and Food Stamp Program Status

- For Question 1a, indicate below if you are providing actual unduplicated counts or an estimate of FSNE direct education participants.

Actual Counts of Participants (unduplicated)

Estimated Counts of Participants

		A	B	C	D	E
		Less than 5 Years	5-17 Years Grades K-12	18-59 Years	60 Years or More	All Ages Combined
1	Number of Food Stamp Recipients in FSNE		4,032	859	180	5,071
2	Number of All Other Participants in FSNE		3,448	329	132	3,909
3	Total Number of FSNE Participants		7,480	1,188	312	8,980

Answers in Table:

$$B1 = 3074 + 958$$

$$B3 = 5800 + 1680$$

$$B2 = B3 - B1$$

$$C1 = 168 + 320 + 293 + 78$$

$$C3 = 216 + 420 + 450 + 102$$

$$C2 = C3 - C1$$

$$D1 = 90 + 90$$

$$D3 = 150 + 162$$

$$D2 = C3 - C1$$

$$E1 = 4032 + 859 + 180$$

$$E2 = 3448 + 329 + 132$$

$$E3 = 7480 + 1188 + 312$$

F1b. Direct Education: FSNE CONTACTS by Age and Food Stamp Program Status

- For Question 1b, indicate below if you are providing actual counts or an estimate of FSNE direct education contacts.

Actual Counts of Contacts

Estimated Counts of Contacts

		A	B	C	D	E
		Less than 5 Years	5-17 Years Grades K-12	18-59 Years	60 Years or More	All Ages Combined
1	Contacts with Food		48,379	4,053	900	53,332

	Stamp Recipients in FSNE					
2	Contacts with All Other Persons in FSNE		41,381	1,569	648	43,598
3	Total Contacts with FSNE Participants		89,760	5,622	1,548	96,930

If you reported an estimate in Question 1b, please describe in 100 words or less the methods used to estimate the number of contacts.

Estimate based on FSP percentage in participation counts.

Answers in Table:

$$B1 = 69600 \times .53 = 36888 \text{ plus } 20160 \times .57 = 11491$$

$$D1 = \text{Farmer's Market}$$

$$900 \times .6 = 540$$

$$\text{Meal Site } 648 \times .555 = 360$$

$$B3 = 69600 + 20160$$

$$D3 = 900 + 648$$

$$B2 = B3 - B1$$

$$D2 = D3 - D1$$

$$C1 = \text{For Public Health } .778 \times 1080 \text{ and got } 840$$

$$\text{For churches its } .762 \times 1680 = 1280$$

$$\text{For WIC Offices its } .651 \times 2250 = 1465$$

$$\text{Food Banks is } .765 \times 612 = 468$$

These all add up to 4053.

$$C3 = 1080 + 1680 + 2250 + 612$$

$$C2 = C3 - C1$$

$$E1 = B1 + C1 + D1$$

$$E2 = B2 + B3 + B4$$

E3 = bottom of column in Case Study Table 1

2a. Direct Education: FSNE PARTICIPANTS by Gender

- For Question 2a, indicate below if you are providing an unduplicated count or an estimate of FSNE direct education participants.

Actual Counts of Participants (unduplicated)

Estimated Counts of Participants

		A	B
		Female	Male
1	Number of FSNE Participants	5,068	3,912

Answers in Table:

Bottom of columns in Case Study Table 1

2b. Direct Education: FSNE CONTACTS by Gender

- For Question 2b, indicate below if you are providing actual counts or an estimate of FSNE direct education contacts.

Actual Counts of Contacts

Estimated Counts of Contacts

		A	B
		Female	Male
1	Number of FSNE Contacts	51,429	45,501

If you reported an estimate in Question 2b, please describe in 25 words or less the methods used to estimate the number of contacts.

Estimate based on percentage F and M in participant counts.

Answers in Table:

Bottom of columns in Case Study Table 1

3. Direct Education: Race and Ethnicity

- For Question 3, indicate below if you are providing actual unduplicated counts or an estimate of FSNE direct education participants.

Actual Counts of Participants (unduplicated)

Estimated Counts of Participants

		A	B	C
		Number of Hispanic or Latino FSNE Participants by Race	Number of Non-Hispanic/Latino FSNE Participants by Race	Total by Race
Individuals Reporting ONLY ONE RACE	1. American Indian or Alaska Native			
	2. Asian		374	374
	3. Black or African American		3,585	3,585
	4. Native Hawaiian or Other Pacific Islander			
	5. White	2,205	2,423	4,628
Individuals Reporting MULTIPLE	6. American Indian or Alaska Native and White			
	7. Asian and White		127	127

RACES	8. Black or African American and White		266	266
	9. American Indian or Alaska Native and Black or African American			
	10. All Others Reporting More than One Race			
	11. TOTAL by ethnicity	2,205	6,775	8,980

Answers in Table:
From Case Study Table 2

4. Direct Education: Number of FSNE Delivery Sites by Type of Setting

Type of Setting	Number of Different Sites/ Locations	Type of Setting	Number of Different Sites/Locations
Adult Education & Job Training Sites		Libraries	
Adult Rehabilitation Centers		Churches	10
Worksites		Public/Community Health Centers	
Community Centers		Public Schools	23
Elderly Service Centers	3	Head Start Programs	
Emergency Food Assistance Sites	3	Other Youth Education Sites (includes Parks and Recreation)	
Extension Offices		Shelters	
Farmers Markets	5	WIC Programs	5
Food Stamp Offices		Other (please specify):	
Food Stores		Other (please specify):	
Public Housing	3	Other (please specify):	
Individual Homes		Other (please specify):	

Answers in Table:
From "Sites" column in Case Study Table 1.

5. Direct Education Programming Format

		A	B	C
	Format	Number delivered	Time range per session (in minutes)	% delivered by interactive multimedia
1	Single session	0	0	0
2	Series – 2 to 4 sessions	26	30	0
3	Series – 5 to 9 sessions	29	45-90	0
4	Series – 10 or more sessions	46	45	0

Answers in Table:

Column A = from the “Sites” column x “Timeframe” column in Case Study Table 1

Column B = from the “Direct Education Format” column in Case Study Table 1.

6. Primary Content of Direct Education

CODE: H	CODE: E	CODE: M	CODE: I
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Answers in Table:

From 2nd sentence of last paragraph of page 1 in Case Study

7. Description of ALL Social Marketing Campaigns

Attach an additional form to record data, if there are more than five campaigns.

A. Name of Campaign	B. Current Year of Campaign	C. Major Campaign Activities for Current Year <i>Use Codes</i>	D. Priority Population(s) <i>Use Codes</i>	E. Estimated Number of FSP Recipients Reached	F. Estimated Number of Other Low Income Persons Reached	G. Total Estimated Reach (Low-Income, FSP Recipients AND All Others)
¹ Snack Smart	2	I	H,M	52,950	72,760	181,710
²						

Answers in Table:

E, F and G are from Cast Study Table 3

Continued-Description of ALL Social Marketing Campaigns

	H. Primary Intervention Levels <i>Use Codes</i>	I. Key Messages <i>Use Codes</i>	J. Primary Intervention Channels <i>Use Codes</i>	K. Total Expenditure for Social Marketing Campaign for Reporting Year	L Total Federal FSNE Expenditure for Reporting Year
¹	B, C, D	H, E	D, G, J, H	\$ 387,435	160,335
²				\$	

Answers in Table:

$$K = 85000 + 85000 + 42,250 \times (.26) + 120000$$

$$L = 85000 + 42,250 \times (.26)$$

8a. Types of Materials Distributed

	Check if applicable
Fact sheets/pamphlets/newsletters	✓
Posters	✓
Calendars	
Promotional Materials w/nutrition messages (pens/pencils/wallet reference cards/magnets/cups/etc)	✓
Website	
Electronic (Email) materials/info distribution	
Videos/CD Rom	
Other	

Answers in Table:
From Case Study Table 4.

8b. Estimated Size of Audiences Reached through Communication and Events

	Estimated No. of target population reached	Source of Data
Nutrition Education Radio PSAs	23,000	1
Nutrition Education TV PSAs		
Nutrition Education Articles	30,000	1
Billboard, Bus or Van Wraps, or Other Signage		
Community Events/Fairs -- in Which Participated	4,500	1
Community Events/Fairs – Only Sponsored	6,500	3
Food Banks Other	2,400	3

Answers in Table:
From Case Study Table 4 “Estimated Reach” and “Source of Data” columns.

9. Expenditures by Sources of Funding (See Instructions)

	Expenditures for Reporting Year
1. Public Cash Contributions -- State and Local Tax Revenue only	\$ 486,030
2. Public and Private Cash Contributions -- other than State and Local Tax Revenue	\$
3. Sum of Lines 1 & 2	\$
4. Public In-Kind Contributions (non-cash)	\$ 107,000
5. Private Cash Contributions to State Food Stamp Agency only	\$

6. Indian Tribal Organization Contributions	\$
7. Sum of Lines 4, 5 & 6	\$
8. Federal Reimbursement	\$ 593,030
9. TOTAL FSNE EXPENDITURES: Sum of Lines 3, 7 & 8	\$ 1,186,060

Answers in Table:

1= All expenses in from column 1 in Case Study Table 5, 366,030 plus 120,000

4=42,000 + 65,000

8=total from "Federal Expenses" column in Case Study Table 5.

9=total from "Total Cost" column in Case Study Table 5.

10. Expenditures by Category of Spending (See Instructions below)

Cost breakouts for item #10 may be the actual allocation or estimated.

1. Total Expenditures for FSNE Program Delivery	\$ 834,661
2. Total Expenditures for Administrative Costs	\$ 351,399
3. TOTAL FSNE Expenditures (State and Federal)	\$ 1,186,060

Data provided in this table are (check one): actual or estimated based on FTE allocation.

Answers in Table:

Totals from "Program Delivery Costs" and Administrative Costs" column in Case Study Table 5.