



Phase 2.1: Overview & User Guide

PHASE 2-RELEASE 1

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SECTION 1: OVERVIEW PHASE 2

Welcome to Phase 2 of SEEDS! This phase will be focused on collecting data on all the great work you do!

Q1: WHAT IS PART OF PHASE 2?

A1: In Phase 2, we will be deploying the **Tracking Data** functionalities. This data collection component will replace the data submitted in the Monthly Report. The information you will submit will be at a more individual level, at the **Action** level, but it is the same data from the Monthly Report and or SART. Some of the fields have changed to meet the new USDA SNAP-Ed Education and Administrative Reporting System (EARS) requirements.

Q2: WHAT WILL CHANGE IN PHASE 2?

A2: In Phase 1, you selected Strategies, Activities, and Communities for your work to match those submitted in your work plan. From the Strategies/Activities you selected, you have also **Created Actions** for all the work at your Local Implementing Agency (LIA). (For more information on how to create an action, see Phase 1 User Guide)

In Phase 2, we will build off this information, and will begin the “Tracking Data” phase where you will be entering data **about** your work (**about** your Actions).

In Phase 2, we will also deploy the **Create Action/Website** piece; this will allow you to enter all data about your Website, if applicable.

Q3: HOW IS PHASE 2 ORGANIZED?

A3: Phase 2 will build and expand on the **Create Action** functionalities.

After an action has been created and saved, you will see there are two tabs.

- 1) **Info.** tab: this will have all the information you initially entered to create the action. The data here are descriptive data for the action.
- 2) **Tracking Data** tab: will only be enabled after the trigger date has passed and will have the reportable data fields that will need to be entered or “tracked” for each action.

The data fields required for Actions will be different based on the selected **Action Type**. Below are the **Action Types** and definitions.

Action Types were selected to align with the Arizona SNAP-Ed Evaluation Framework as well as the new USDA EARS data collection requirements.

Throughout this guide, we will provide the data fields that are required for each **Action Type**.

GUIDANCE: ACTION TYPES

Below are definitions/guidance for Action Types:

#	Action Type	Definition
1	Meeting	A gathering of 2 or more people called to discuss one or more SNAP-Ed strategies. A meeting may or may not include providing technical assistance.
2	Training	An intentional organized activity designed to build knowledge, skills, or capacity of partner organizations.
3	Assessment	An evaluation completed using an external instrument or review/report of additional information.
4	Free Media	Free coverage of SNAP-Ed activities or messages. Media channels include: TV, Radio, Online, Print, or Other.
5	Paid Media	Paid placement of messages intended to reach the SNAP-Ed target audience. Media channels include: TV, Radio, and Online Ads.
6	Social Media	Utilization of social media platforms (e.g. Facebook, Twitter, Instagram) to interact with the SNAP-Ed target audience.
7	Materials Distribution	Materials shared with partner organizations for the sole purpose of distribution to the SNAP-Ed audience. Activities such as participating in a health fair should be categorized as an event, not material distribution.
8	Point of Decision Prompts	Motivational signs placed on or near places where decisions are made (e.g. checkout lanes, elevators/stairs, etc.).
9	Event	Interaction with the SNAP-Ed audience that do not meet the definition of Direct Education. This includes one-time education activities, holding or participating in community events, etc.
10	Direct Education (automatically selected for DE Activities only)	Direct Education takes place when a participant is actively engaged in the learning process with an educator and/or interactive media within an evidence-based intervention.
11	Website	Development or maintenance of a website designed to share information with the SNAP-Ed target audience.

Q4: WHEN CAN I BEGIN TO ENTER TRACKING DATA?

A4: Because the data that will be entered into the **Tracking Data** tab is about the action, there are triggers for when the **Tracking Data** tab will be enabled for data entry.

The trigger dates depend on the **Action Type**, see table below.

Trigger Date	Action Type
Action Date	Meeting, Training, Assessment, Free Media, Materials Distribution, Events, Direct Education
End Date	Paid Media, Social Media, Point of Decision Prompts, Website



An easy way to remember—if there is an end date then that is the trigger date, otherwise the trigger date is always the action date.

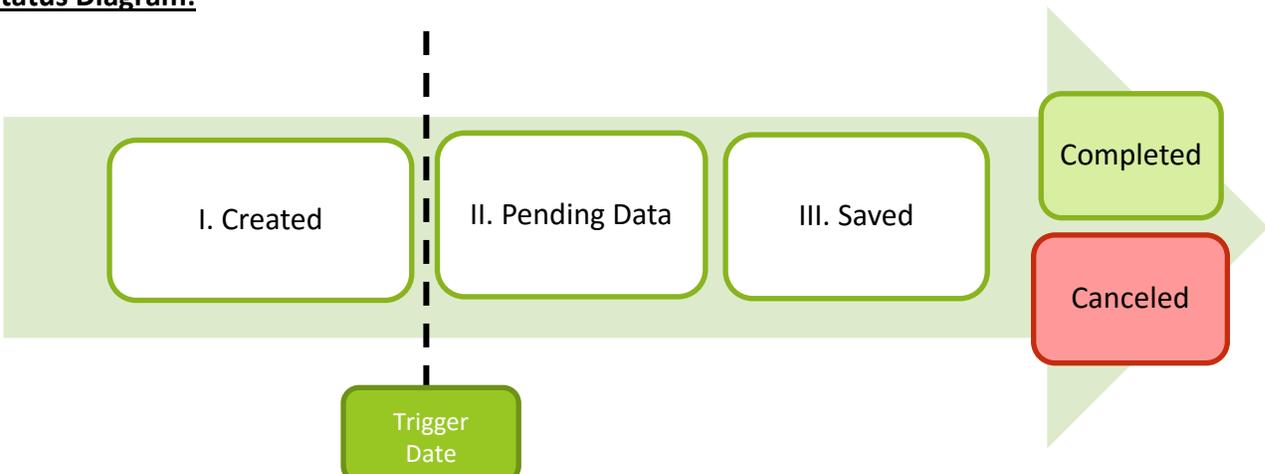
The trigger date serves three purposes:

- 1) Enables the **Tracking Data** tab
 - Until the trigger date has passed, the **Tracking Data** tab will be disabled and you will not be able to access the tab for data entry. The **Tracking Data** tab will be greyed out and the  will appear if you hover over it.
- 2) Locks the date fields and inactive fields
 - Once the trigger date has passed, you will no longer be able to edit the date fields, or change the Action status from active to canceled.
- 3) Changes the status of the **Action** from Created to Pending Data



If the Tracking Data tab is not enabled please check the **Info.** tab to ensure that the trigger date is not missing *and* is in the past.

Action Status Diagram:



ACTION STATUS TABLE

Created	The action has been created, but the trigger date field is not entered or today's date is before the trigger date.
Pending Data	The action has been created, and the trigger date has passed. When the Trigger Date has been reached for your action, the status will automatically change to "Pending Data."
Saved	When information has been entered to Tracking Data tab and has been saved, but it has not yet been marked as complete.
Completed	When all information has been entered, and the Action is marked as complete.
Canceled	When an action and all sub-actions have been inactivated.

Q5: WILL I NEED TO SUBMIT A REPORT?

A5: No, there will no longer be an Excel spreadsheet with your monthly report data to be sent to the State Implementation Team each month. All reporting will be done through the SEEDS system. Entering your data into the **Tracking Data** tab is essentially completing the monthly reporting requirements.

Q6: IS THERE A DEADLINE FOR THE TRACKING DATA TO BE ENTERED INTO SEEDS?

A6: We have created SEEDS to incorporate timelines and deadlines. Like the "Pending Data" status that will automatically be updated once the trigger date is reached, we will be incorporating deadlines for entering data.

Due to the launch date of this phase and to provide some time to learn the new system, we will not be enforcing the timelines and deadlines until Mid-FFY18.

The tracking data deadline will be 30 days from the trigger date. This deadline is a small change from compiling the monthly reports since it is no longer a date on the calendar once a month when reports will be due. The deadline will be ongoing and be determined by the action type and the trigger date. This matches the notion that each action will be logged individually and there will not be a report compiled on a monthly basis.

Q7: WHAT DATA FIELDS ARE REQUIRED FOR TRACKING DATA?

The USDA's EARS requirement was updated in FFY2017. All the fields that are in SEEDS are based on and incorporate the EARS fields to meet this reporting requirement for USDA.

All **Action Types** have specific requirements that will be outlined in this User Guide. Some data field definitions have changed due to USDA EARS changes. Please make sure to review each **Action Type** in the User Guide to understand the current fields that will be required for tracking data in SEEDS.



In the **Create Action** screen, all fields were not required to save actions, but in order to mark an action as “Complete” you must enter all the fields on the **Info.** and **Tracking Data** tabs. Please follow the prompts in the popups to complete. Essentially all fields become required, even though they are not indicated with a red asterisk. *

Intervention Topic, Intervention Setting, and Audience type are data fields that are required for almost all Action Types. Below are descriptions of the options that are available for each.

TABLE A: GUIDANCE-INTERVENTION TOPIC

Below is a list of **Intervention Topics** -these have been adapted from the USDA EARS form and will be used for reporting. These will be available as a dropdown in the **Tracking Data** tab.

For this data field you are able to select as many as apply. To select multiple topics, hold the Ctrl button and click on **ALL** the Intervention Topics that apply to your Action.

Dropdown Options- Intervention Topic
Active commuting
Breastfeeding
Dairy
Family meals/family-style meal service
Fiber-rich foods
Food preparation/cooking and food safety
Food shopping and resource management
Fruits and vegetables
Healthy fats and oils
Limiting added sugars
Limiting saturated fats
Limiting sodium
My Plate food groups and portions for a healthy eating pattern
Participation in sports and recreational activities
Prevention of obesity, diabetes, and other chronic diseases
Promoting and maintaining a healthy weight
Protein foods
Reducing sedentary activities and screen time
Water
Whole grains

TABLE B: GUIDANCE-INTERVENTION SETTING

Below is a list of the options for *Intervention Setting*, these options have been adapted from the USDA EARS form and will be used for reporting. These will be available as dropdown options in the *Tracking Data* tab.

You are required and allowed to select **ONLY ONE** Intervention Setting when tracking action.

The *Intervention Setting* should be specific to the strategy and activity of the intervention. Although there may be more than one option that fits, you should select the one that is **most** relevant or that is the **major** intent of the *intervention*. Select where the target audience will experience the intervention/change/message.

You should make it as specific as possible and choose the one that identifies the major purpose of the intervention.

In theory, a site could be “XYZ school,” but depending on the intervention you are reporting on, it will have a different *Intervention Setting* which will be matched and based on the strategy and activity.

For example: “XYZ school” could be the site for a new school garden in the Garden strategy, and the Intervention Setting would be Gardens (community/school/childcare).

In another instance, “XYZ school” could be the site for Summer Food Service Program, and the Intervention Setting would be USDA Summer Meals Sites.

Intervention Setting
Adult education, job training, TANF, and veteran services sites
Before- and after-school programs
Bicycle and walking paths
Community and recreation centers
Congregate meal sites/senior nutrition centers
Early care and education facilities
Emergency shelters and temporary housing sites
Extension offices
Faith-based centers/places of worship
Family resource centers
Farmers markets
FDPIR distribution sites
Food assistance sites, food banks, and food pantries
Gardens (community/school/childcare)
Group living arrangements/residential treatment centers
Health care clinics and hospitals
Indian reservations

Intervention Setting(continued)
Individual homes or public housing sites
Large food stores and retailers (4+registers)
Libraries
Military bases
Mobile education sites
Mobile vending/food trucks
Parks and open spaces
Schools (colleges and universities)
Schools (K-12, elementary, middle, and high)
Small food stores (≤3 registers)
SNAP offices
Soup kitchens
State/County fairgrounds
Transit
USDA Summer Meals sites
WIC clinics
Worksites with low-wage workers

TABLE C: GUIDANCE-AUDIENCE TYPE

The **Audience Type** field will capture who is the audience for Action Type-Training. The dropdown options differ by strategy.

Food Systems	
Healthy Retail	<ul style="list-style-type: none"> • Board Members/Administrators/Corporate • Growers/Producers/Vendors • Local Government • Site/Partner Staff • Store/Market Managers/Staff • Youth/Parents/Community Advocates
Gardens	<ul style="list-style-type: none"> • Board Members/Administrators • Local Government • Site/Partner Staff • Youth/Parents/Community Advocates
Farm to Institution	<ul style="list-style-type: none"> • Board Members/Administrators • Food Service Staff • Growers/Producers • Local Government • Site/Partner Staff • Youth/Parents/Community Advocates
Summer Food Service Program	<ul style="list-style-type: none"> • Board Members/Administrators • Food Service Staff • Local Government • Site/Partner Staff • Youth/Parents/Community Advocates
Farmers Markets with SNAP	<ul style="list-style-type: none"> • Board Members/Administrators/Corporate • Growers/Producers/Vendors • Local Government • Market Managers/Staff • Site/Partner Staff • Youth/Parents/Community Advocates
Active Living	
Active Living Policy	<ul style="list-style-type: none"> • City Council • Council of Governments • Departments of Transportation • Municipal Planners • Parks and Recreation • Site Leaders • Transportation Committee • Youth/Parents/Community Advocates

Physical Activity Resources	<ul style="list-style-type: none"> • Community Organizations • Local HOAs • Parks and Recreation • School Administration/Staff • School District Leaders • Youth/Parents/Community Advocates
Physical Activity Opportunities	<ul style="list-style-type: none"> • Community Organizations • Community Site Leaders • Local School District Staff • Parks and Recreation • School Administration/Staff • Youth/Parents/Community Advocates
Use of Stairs	<ul style="list-style-type: none"> • Community Organizations
School Health	
Local Wellness Policies	<ul style="list-style-type: none"> • School Administration/Staff • School District Leaders • Youth/Parents/Community Advocates
Access to Nutrition Information	<ul style="list-style-type: none"> • School Administration/Staff • School District Leaders • Youth/Parents/Community Advocates
Comprehensive School Physical Activity Programming	<ul style="list-style-type: none"> • Before/ After School Programs • School Administration/Staff • School District Leaders • Youth/Parents/Community Advocates
Early Childhood	
Empower	<ul style="list-style-type: none"> • Child care facility directors or site leaders • Child care providers • Community organizations
Capacity – Nutrition Education and Healthy Meals	<ul style="list-style-type: none"> • Child care facility directors or site leaders • Child care providers
Capacity – Opportunities for Physical Activity	<ul style="list-style-type: none"> • Child care facility directors or site leaders • Child care providers

Q8: WHERE DO I GO TO ENTER TRACKING DATA?

A8: When you log into SEEDS, you will automatically land on the dashboard/home page, this is where you will always begin the **Tracking Data** piece for those Actions that have already been **Created**. Like your Strategies were in the different statuses on the dashboard, the Actions will also be categorized by their current status.

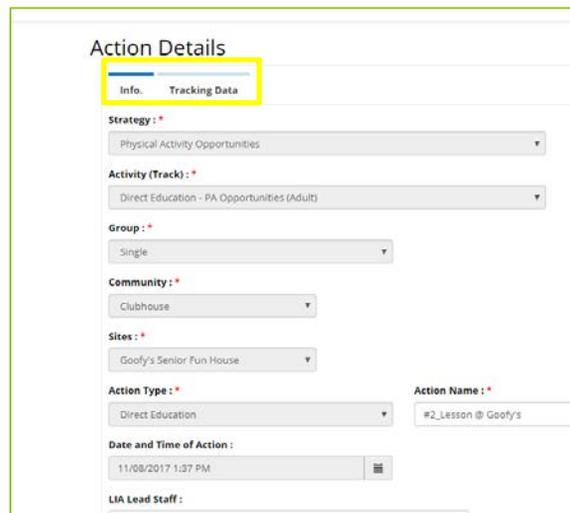


If you are not sure the status of your Action, remember you can always select ALL ACTIONS on the dashboard and search by typing in the search bar.



Remember you can sort (alphabetically) by clicking the headers, if you click twice it will sort reverse alphabetically.

When you first created an Action you entered the required fields. After creating you will be working to complete an Action, for this you will need to complete all fields from the **Info**. tab and those in the newly enabled **Tracking Data** tab.



You will know what tab you are in because there will be a blue bar above the tab that is enabled. To navigate between the tabs you can simply click on each.



Remember if you have entered information in the tab you are working in, you should **always save your work**, so it won't be lost. You should receive a popup confirmation indicating you have successfully saved.

Q9: WHAT IS REQUIRED TO COMPLETE AN ACTION?

A9: Each Action Type will have different fields that are required before you are able to mark an Action as complete.

The popups are designed to help ensure that all the required fields are entered. Once you attempt to complete there will be red outlines for all required fields that were previously left blank. These popups and visual cues will help ensure all the required fields are completed. It's important you read them carefully to make sure you complete all the required fields. The system will NOT allow you to mark an Action as complete, unless all the required data have been entered.

Q10: WHAT IS IF THERE IS AN ERROR? WHAT SHOULD I DO?

A10: Because there are multiple fields on the different tabs within an Action, there may be errors or missing data that will not allow you to complete an Action.



Please make sure to read the popups carefully to know what is preventing you from completing and what needs to be filled in.



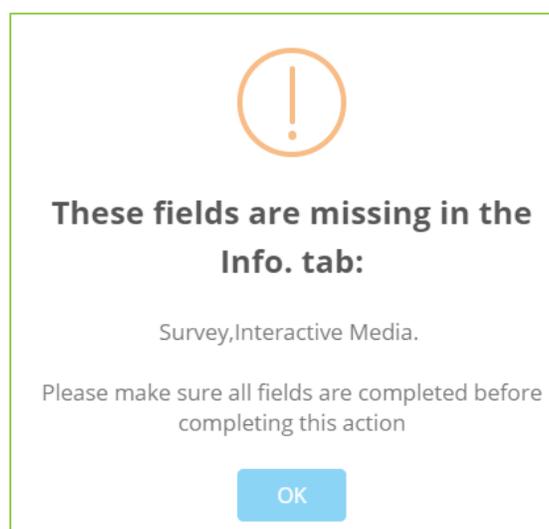
You will only see popups when you are trying to mark something as complete.



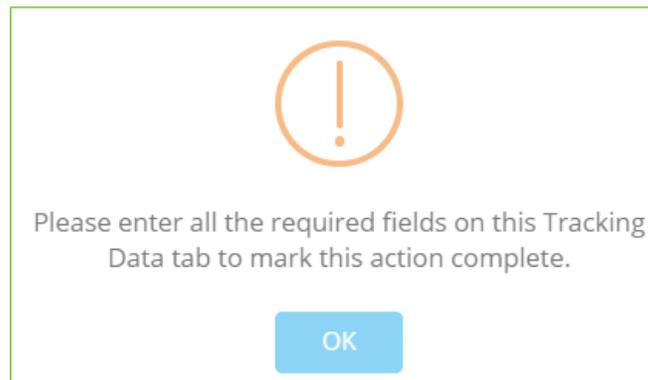
Please note: when you save you will not be prompted (via popup) if there are errors. Popups are only enabled when you are going to mark an Action as complete.

The system will display show popups of errors in this order: 1st **Info. tab**, 2nd **Tracking Data** tab. If you do not see any error popups that means there are not any missing fields.

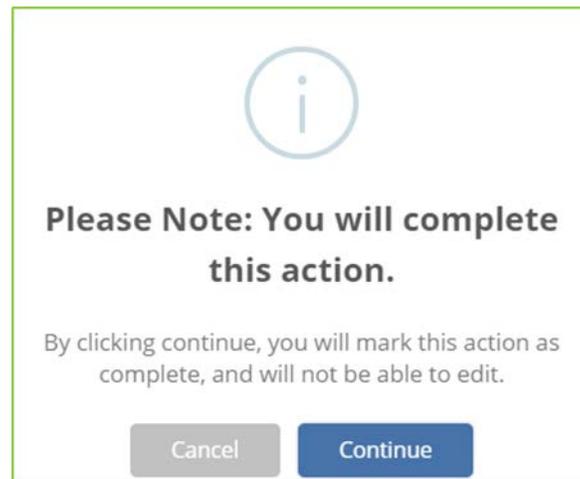
Popup you will receive when data fields are missing on the **Info.** tab:



Popup you will receive when data fields are missing on the **Tracking Data** tab:



Popup you will receive when all fields are completed or all errors have been addressed.



This popup is a notification that provides an opportunity for you to acknowledge you are about to mark an Action as complete. You will not be able to change the content of the data.



If you would like to check your work, but do not want to mark the Action as complete, you can select the complete button, this will allow you to check all your work. When you receive the notification (above) asking you to confirm, you can cancel and only save your data instead- this will allow you to double check your work and mark as complete at later time.

SECTION 2: USER GUIDE

1) TRACKING DATA-MEETING

Action Type-Meeting is a gathering of two or more people called to discuss one or more SNAP-Ed strategies. A meeting may or may not include providing technical assistance. A meeting could include technical assistance conducted virtually (via the phone).

Tracking Data- Meeting Screen:

Required Data Fields	Entry Options
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.
Intervention Setting	Select from dropdown list (see Table B). Choose Intervention Setting specific to the strategy and activity of the intervention. Although there may be more than one option that fits, you should select the ONE that is most relevant or that is the major intent of the intervention. Select where the target audience will experience the intervention/change/message.
Number of People	Enter number of people who attended the meeting. Enter numbers only (max. 3 digits).

2) TRACKING DATA-TRAINING

Tracking Data-Training Screen:

The screenshot shows the 'Action Details' screen for 'Tracking Data'. It includes a 'Training' section with the following fields:

- Intervention Topic:** A dropdown menu with options: Active commuting, Breastfeeding, Dairy, Family meals/family-style meal service, Fiber-rich foods, Food preparation/cooking and food safety. A note below says 'Note: Ctrl+Select to select multiple topics'.
- Intervention Setting:** A dropdown menu with the selected option 'Schools (colleges and universities)'.
- Training Platform:** A dropdown menu with the selected option 'In-Person'.
- Training Length (Minutes):** A dropdown menu with the selected option '61-90'.
- Audience Type:** A dropdown menu with the selected option 'Youth/Parents/Community Advocates'.
- Curriculum:** A dropdown menu with the selected option 'Exercise Your Options'.
- Number of People:** A text input field containing the number '98'.

At the bottom right, there are three buttons: 'Cancel', 'Save Changes', and 'Complete Action', along with a small blue square icon with an upward arrow.

Required Data Fields	Entry Options
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.
Intervention Setting	Select from dropdown list (see Table B). Choose Intervention Setting specific to the strategy and activity of the intervention. Although there may be more than one option that fits, you should select the ONE that is most relevant or that is the major intent of the intervention. Select where the target audience will experience the intervention/change/message.
Training Platform	Select from <i>In-Person</i> , <i>LMS</i> (Learning Management System or Computer Based Training), or <i>Webinar</i> for the platform.
Training Length	Select the time length of the training in minutes by choosing from the minute ranges from the dropdown options.

Audience Type	Select from dropdown list of Audience (see Table C)- will only show options specific to selected strategy
Curriculum <i>(not required)</i>	Select from approved curricula, if applicable.
Number of People	Enter number of people who attended the training. Enter numbers only (max. of 3 digits).

3) TRACKING DATA-ASSESSMENT

This screen is not enabled during initial deployment of Phase 2 (Release 1), it will be deployed in Release 2 of Phase 2.

Please note: if there is a date entered when you create an “assessment” action type, then the system will change the status of your action from “Created” to “Pending Data” although you are not able to enter data at this time. Again the deadlines entering data will not be enforced until spring 2018.

4) TRACKING DATA-FREE MEDIA

Action Type- Free media is any free coverage of SNAP-Ed activities and message through media channels including: TV, Radio, Online, Print, or Other. Examples include a local newspaper promoting a SNAP-Ed activity for free or a radio station providing free airtime to promote the activity.

Tracking Data-Free Media Screen:

Required Data Fields	Entry Options
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.
Language	Check appropriate Language(s) or other, enter other language as appropriate
Media Channel/Impressions	Check all appropriate media channel options: TV, Radio, Online, Out of Home, Print and Other
Enter Impressions/Reach (if selected)	Enter number, this is an estimate number of people reached by the media, they are typically obtained from the media outlet. (max. 9 digits)
Intervention Setting	Select from dropdown list (see Table B). Choose Intervention Setting specific to the strategy and activity of the intervention. Although there may be more than one option that fits, you should select the <u>ONE</u> that is most

	<p>relevant or that is the major intent of the intervention. Select where the target audience will experience the intervention/change/message.</p> <p>Please note that only Out of Home, Print and Other will have an option, others will be automatically defaulted to <i>Individual Home or public housing sites</i>.</p>
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5) TRACKING DATA-PAID MEDIA

Required Data Fields	Entry Options
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.
Language	Check appropriate Language(s) or other, enter other language as appropriate
Media Channel/Impressions	Check all appropriate media channel options: TV, Radio, Online, Out of Home, Print, and Other
Enter Impressions/Reach (if selected)	Enter number, this is an estimate number of people reached by the media, they are typically obtained from the media outlet.(max. 9 digits)
Intervention Setting	Select from dropdown list (see Table B). Choose Intervention Setting specific to the strategy and activity of the intervention. Although there may be more than one option that fits, you should select the ONE that is most relevant or that is the major intent of the intervention. Select where the target audience will experience the intervention/change/message. Please note that only Out of Home, Print and Other will have an option, others will be automatically defaulted to <i>Individual Home or public housing sites</i> .

6) TRACKING DATA-SOCIAL MEDIA

Info. **Tracking Data**

Social Media

Intervention Topic : *

- Active commuting
- Breastfeeding
- Dairy
- Family meals/family-style meal service
- Fiber-rich foods
- Food preparation/cooking and food safety

Note: Ctrl+Select to select multiple topics

Intervention Setting : *

Individual homes or public housing sites

Language : *

Diné
 English
 Mandarin
 Spanish
 Swahili
 Other

Social Media Platform : *

Facebook

Number of Posts : *

Number of Followers: *

Number of Likes : *

Number of Comments : *

Number of Shares : *

Twitter

Instagram

Number of Posts : *

Number of Followers: *

Number of Likes : *

Number of Comments : *

Number of Shares : *

Required Data Fields	Entry Options
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.

Intervention Setting	Please note this field will be automatically defaulted to <i>Individual Home or public housing sites</i> .
Language	Check appropriate Language(s) or other, enter other language as appropriate
End Date <small>(on "Create Action" tab)</small>	Enter date when social media will end (trigger date)
Social Media Platform	Select all that apply from: <i>Facebook, Twitter, Instagram</i>
Facebook (if enabled)	Enter numbers for: <i>Number of Posts</i> (max. 3 digits) <i>Number of Followers</i> (max. 6 digits) <i>Number of Likes</i> (max. 3 digits) <i>Number of Comments</i> (max. 3 digits) <i>Number of Shares</i> (max. 3 digits) These numbers will be available from Facebook reports.
Twitter (if enabled)	Enter numbers for: <i>Number of Posts</i> (max. 3 digits) <i>Number of Followers</i> (max. 6 digits) <i>Number of Likes</i> (max. 3 digits) <i>Number of Comments</i> (max. 3 digits) <i>Number of Retweets</i> (max. 3 digits) These numbers will be available from Twitter reports.
Instagram (if enabled)	Enter numbers for: <i>Number of Posts</i> (max. 3 digits) <i>Number of Followers</i> (max. 6 digits) <i>Number of Likes</i> (max. 3 digits) <i>Number of Comments</i> (max. 3 digits) <i>Number of Shares</i> (max. 3 digits) These numbers will be available from Instagram reports.

7) TRACKING DATA-MATERIALS DISTRIBUTION

Action Type-Material distribution is where materials are shared with partner organizations for the sole purpose of distribution to the SNAP-Ed audience. This typically involved sharing materials for distribution and not tied with direct education or events. Activities such as participating in a health fair should be categorized as an event, not material distribution.

Required Data Fields	Entry Options
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.
Intervention Setting	Select from dropdown list (see Table B). Choose Intervention Setting specific to the strategy and activity of the intervention. Although there may be more than one option that fits, you should select the ONE that is most relevant or that is the major intent of the intervention. Select where the target audience will experience the intervention/change/message.
Language	Check appropriate Language(s) or other, enter other language as appropriate
Number of materials distributed	Enter number of materials distributed; this would count each material not number of people reached (max. 6 digits)

8) TRACKING DATA-POINT OF DECISION PROMPTS

Strategy : *
 Healthy Food Retail

Activity (Track) : *
 Corner/Country Stores (Single)

Group : *
 Single

Action Type : *
 Point of Decision Prompts

Action Name : *
 [Empty text field]

Permanent Installation

Date and Time of Action :
 MM/DD/YYYY HH:MM [Calendar icon]

End Date :
 MM/DD/YYYY HH:MM [Calendar icon]

LIA Lead Staff :
 Please enter letters

Resource :
 Select Resource

Internal Evaluation :

Please note that you have the option to select “Permanent Installation” for Point of Decision Prompts in the **Info.** tab. If this is selected the end date is removed and the action date becomes the trigger date.

Action Details

Info. Tracking Data

Point of Decision Prompts

Intervention Topic : *

- Participation in sports and recreational activities
- Prevention of obesity, diabetes, and other chronic diseases
- Promoting and maintaining a healthy weight
- Protein foods
- Reducing sedentary activities and screen time
- Water
- Whole grains

Note: Ctrl+Select to select multiple topics

Intervention Setting : *
 Bicycle and walking paths

Language : *

Diné English Mandarin Spanish Swahili Other

[Cancel] [Save Changes] [Complete Action]

Required Data Fields	Entry Options
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.
Intervention Setting	Select from dropdown list (see Table B). Choose Intervention Setting specific to the strategy and activity of the intervention. Although there may be more than one option that fits, you should select the ONE that is most relevant or that is the major intent of the intervention. Select where the target audience will experience the intervention/change/message.
Language	Check appropriate Language(s) or other, enter other language as appropriate

9) TRACKING DATA-EVENT

Action Type-Event is defined as an interaction with the SNAP-Ed target audience that does not utilize an approved curriculum, thus not meeting the definition of Direct Education. This includes one-time educational activities (not using an approved curriculum), holding or participating in community events, etc.

Action Details

Info.
Tracking Data

Event

Intervention Topic : *

- Active commuting
- Breastfeeding
- Dairy
- Family meals/family-style meal service
- Fiber-rich foods
- Food preparation/cooking and food safety

Note: Ctrl+Select to select multiple topics

Intervention Setting : *

Before- and after-school programs

Number of People : *

25

Food Demo

✕ Cancel
⏪ Save Changes
✔ Complete Action

Required Data Fields	Entry Options
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.
Intervention Setting	Select from dropdown list (see Table B). Choose Intervention Setting specific to the strategy and activity of the intervention. Although there may be more than one option that fits, you should select the ONE that is most relevant or that is the major intent of the intervention. Select where the target audience will experience the intervention/change/message.
Number of People	Enter number of people you interacted with during the event (max. 3 digits)
Food Demo	Check if there was a Food Demo as part of the event.

10) TRACKING DATA-DIRECT EDUCATION

When you are working on the **Tracking Data** tab for Direct Education Action Type, you will have two different scenarios:

- 1) Demographic data are available in SEEDS and will be automatically calculated.
- 2) Demographic data are not available and will need to be entered by you.

Scenario 1: Demographic data are calculated by SEEDS:

If you are working within a context where the demographic data are available, then all demographic the numbers for *Age*, *Sex*, *Ethnicity*, and *Race* can be calculated by SEEDS. This will typically happen when you are working in a school where data are available.

For this scenario, you will only be required to enter *Number of New Attendees* and *Number of Recurring Attendees*; SEEDS will automatically calculate the demographic data numbers. You will see the message in the yellow box and you will not have to enter any more demographic data.



Remember that the *Number of New Attendees* will be specific to curriculum/intervention for the group to which you are providing Direct Education. Therefore, each time you begin a new curriculum for the participants within a Fiscal year, those participants should be counted as *New Attendees*.

Action Details

Info. Tracking Data

Direct Education

Number of New Attendees : *

Number of Recurring Attendees : *

Demographic data are calculated by SEEDS. Demographic data are not required.

Intervention Topic : *

- Active commuting
- Breastfeeding
- Dairy
- Family meals/family-style meal service
- Fiber-rich foods
- Food preparation/cooking and food safety

Note: Ctrl+Select to select multiple topics

Intervention Setting : *

Select Intervention Setting

Language : *

Diné English Mandarin Spanish Swahili Other

Session Length (Minutes) : *

Select Training Length

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Scenario 2: Demographic data are not available in SEEDS:

When you are working within a context where demographic data are not available, SEEDS will not be able to calculate the data, and, therefore, will need to enter the demographic data breakdown for the **Age, Sex, Ethnicity, and Race** for the *New Attendees ONLY*.

These data will be obtained from your demographic cards. You must attempt to get data but if you are unable, you may estimate and enter those numbers into the **Estimated** column. For example if you have a demographic card where the person identified as Hispanic, but did not identify a race, you should estimate race.

SEEDS will be verifying the math in the data entered for **Age, Sex, and Ethnicity** tables—these will all need to equal the total for *New Attendees ONLY*. (See yellow boxes below)

Per USDA guidance an attendee can select more than one **Race**, so the **Race** field can greater than the *Number of New Attendees*. This math will be added to the next phase.

Action Details

Info. Tracking Data

Direct Education

Number of New Attendees : * Number of Recurring Attendees : *

Age/Sex

Age	Female		Male		Total
	Actual	Estimated	Actual	Estimated	
Less than 5 years	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
5-17 years	<input type="text"/>	<input type="text" value="5"/>	<input type="text"/>	<input type="text" value="3"/>	8
18-59 years	<input type="text"/>	<input type="text" value="4"/>	<input type="text"/>	<input type="text" value="3"/>	7
60 years or older	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Total	0	9	0	6	<input type="text" value="15"/>

Ethnicity

		Actual count of SNAP-Ed participants	Estimated count of SNAP-Ed participants
Ethnicity	Hispanic/Latino	<input type="text"/>	<input type="text" value="8"/>
	Non-Hispanic/Latino	<input type="text"/>	<input type="text" value="7"/>
Total		0	15



Remember to read the popups, they will provide more guidance.

Required Data Field	Entry Options
Number of NEW attendees	Enter number (max. 2 digits), each time begin an intervention/curriculum with a group they will be considered <i>new attendees</i> , and <i>recurring attendees</i> will be zero.
Number of Recurring attendees	Enter number (max. 2 digits)
Demographic Table Data	You will be required to enter data regarding the Age, Sex, Ethnicity, and Race. These data will be obtained from your demographic cards.
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.
Intervention Setting	Select from dropdown list (see Table B). Choose Intervention Setting specific to the strategy and activity of the intervention. Although there may be more than one option that fits, you should select the ONE that is most relevant or that is the major intent of the intervention. Select where the target audience will experience the intervention/change/message.
Language	Check appropriate Language(s) or other, enter other as appropriate
Session Length	Select the time length of the session in minutes by choosing from the minute ranges from the dropdown options.
Take Home Materials or Materials Distributed	This will be an option of <i>Yes</i> or <i>No</i> . <i>Yes</i> will enable other fields like Recipients and Number of Materials.
Recipients	Select the type of recipients from Options: <i>Participant</i> , <i>Parent</i> or <i>Other</i> .
Number of Materials	Enter number of materials distributed (max. 6 digits).

DE Curriculum Series Taught Within Two Fiscal Years:

There may be instances where a curriculum series straddles two Fiscal Years.

Scenario: You began curriculum with 9 parts, in Aug 2017. One part was completed in Aug, and one other in Sept. The remaining lessons were done in FY2018.

For this case:

- 1) You would create the lesson as a series in FY18 and cancel those that were in FY17. You would cancel the first 2 and enter data for the remaining 7 beginning with lesson #3.

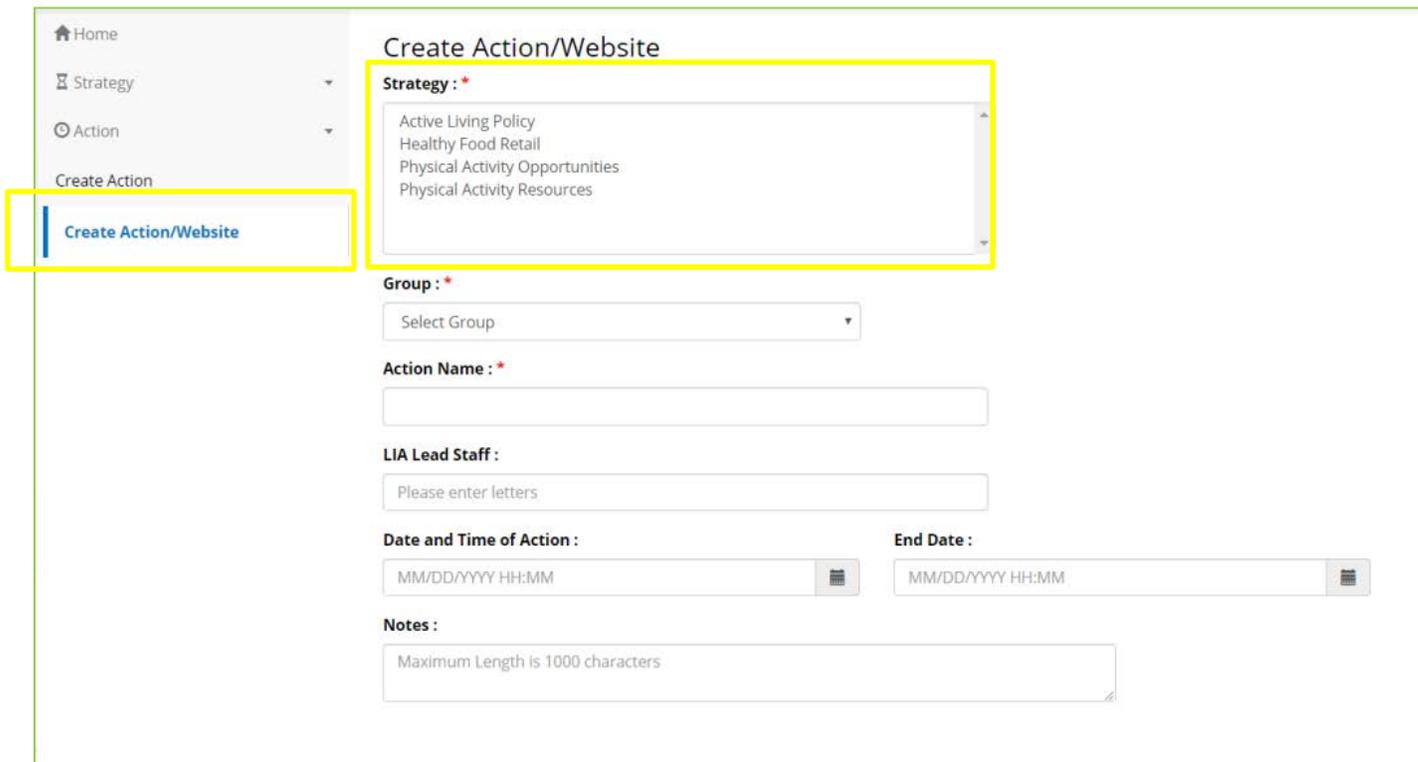
****You would also add a note that indicates that these were done in FY17.****

- 2) This would also mean that you would need to enter all attendees as new even though they might be returning because it is a new fiscal year.

11) TRACKING DATA-WEBSITE

For Action Type “Website” the system will have a slightly different approach. There is a **Create Action/Website** page similar to the **Create Action** page. In the **Create Action/Website** page is where you will create this Action Type. It follows the same logic of having required fields in order to save. The only difference is that you will be allowed to select multiple strategies from approved strategies for your LIA.

Create Action/Website Screen:



The screenshot shows the 'Create Action/Website' interface. On the left is a navigation menu with 'Home', 'Strategy', 'Action', 'Create Action', and 'Create Action/Website' (highlighted). The main content area is titled 'Create Action/Website' and contains several fields: 'Strategy' (a multi-select dropdown with options: Active Living Policy, Healthy Food Retail, Physical Activity Opportunities, Physical Activity Resources), 'Group' (a dropdown menu), 'Action Name' (a text input field), 'LIA Lead Staff' (a text input field with a placeholder 'Please enter letters'), 'Date and Time of Action' and 'End Date' (both date and time pickers), and 'Notes' (a text area with a 'Maximum Length is 1000 characters' warning).



Because you will mostly likely be reporting on your Website on a monthly basis, we advise you to document it as a series of 12, one sub-action for each month. By doing this you will reduce the amount of data entry needed. Yet you can still create separate Actions for whatever the time period you report on.

Similarly to the **Create Action** page, all the information entered in the **Create Action/Website** page will be in your **Info**. tab information after you save. To enable the **Tracking Data** tab you will need to enter an end date(trigger date).The **Tracking Data** tab will not be enabled until the trigger date is in the past.

Action/Website Details

Info.
Tracking Data

Website

Intervention Topic : *

Active commuting
 Breastfeeding
 Dairy
 Family meals/family-style meal service
 Fiber-rich foods
 Food preparation/cooking and food safety

Note: Ctrl+Select to select multiple topics

Intervention Setting : *

Individual homes or public housing sites

Language : *

Diné
 English
 Mandarin
 Spanish
 Swahili
 Other

Target Audience : *

Community Partners

Number of Users : *

60

Number of Sessions : *

78

Notes :

↑

Required Data Field	Entry Options
Intervention Topic	Select from dropdown list of Intervention Topics (see Table A). Please select as many as apply.
Intervention Setting	Please note this field will be automatically defaulted to <i>Individual Home or public housing sites</i> .
Language	Check appropriate Language(s) or <i>other</i> , enter other language as appropriate
Target Audience	Select between the options of <i>Community Partners</i> or <i>SNAP-Ed</i>
Number of Users	Enter number (max. 6 digits) these will be provided by a report typically from software like Google Analytics.
Number of Sessions	Enter number (max. 6 digits) these will be provided by a report typically from software like Google Analytics.

SECTION 4: NEXT STEPS & TIMELINE

Phase 2 Release 2 for SEEDS is expected to be released in January 2018. Phase 3 will be reporting and the capability to create reports.

We are aware that SEEDS implementation is a big shift, and we appreciate your openness and willingness to move towards an electronic system.

Please feel free to reach out to us with any questions.

For any questions, please email us at AzHealthZone@azdhs.gov